

SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

NOVEMBER, 1955

Picking Overhead to Pieces
page 31

Look What's Ahead in the South
page 43

Tapping Tappet Trouble
page 60

Contents, page 3



U.S. Patents 2,875,022
and 2,875,825

New **PERFECT CIRCLE** type "98" chrome oil ring! Of the 6,003,603 U.S. passenger cars produced from Jan. 1 through Oct. 1 more than half* were equipped with the new Perfect Circle type "98" chrome oil ring!

Better than any other oil ring for new high-compression, high-vacuum overhead valve engines!

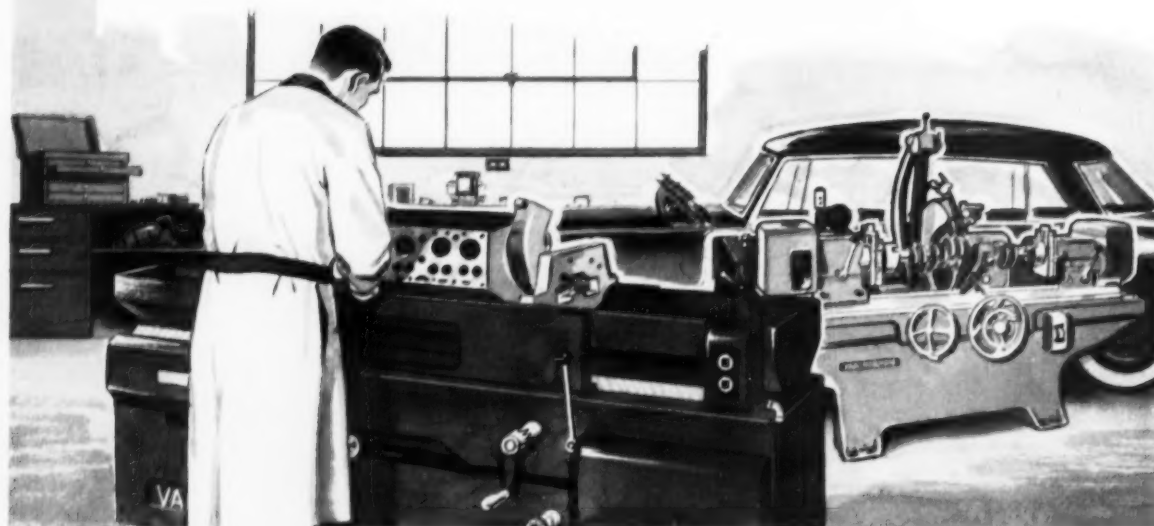
- Uniform pressure on entire circumference!
- Multiple tiny springs exert both side and radial pressure!
- Provides maximum oil drainage!
- Constant flexing retards carbon accumulation!

NOTE: Perfect Circle's 2-in-1 Chrome Set with the new type "98" Chrome Oil Ring is now available for replacement in most late model and many older model cars. Will be available for additional older models as soon as production facilities permit.

*51.5% were new Perfect Circle Type "98" Chrome Oil Rings. 48.5% were all other oil ring types combined, including other Perfect Circle oil ring types.

Perfect Circle Corporation, Hagerstown, Indiana;
The Perfect Circle Co., Ltd., Toronto, Ontario.

YOUR VAN NORMAN JOBBER'S SHOP is a part of your own shop...



Ready right now to recondition all your customers' HEADS, BLOCKS, MANIFOLDS with the **VAN NORMAN NO. 562** Heavy-Duty Surface Grinder

Yes, your Automotive Jobber has the know-how to do the job, and has the finest machine made, with which to do it... the big red grinder that does *all 3 jobs* with top speed and accuracy, and smoothest finish... in fact, the *fastest automatic wet surface grinder on the market today*, to get your jobs out on time.

Ask your Van Norman Jobber to show you exactly how this No. 562 machine does the finest job you or your customers ever saw on heads, blocks and manifolds... and at the most reasonable price. Many exclusive features of this new machine add up to a *guarantee of profit* for you. In fact, your Van Norman Jobber's Shop is your best bet for *every* type of reconditioning work. Get in touch with him *now*. Van Norman Co., Springfield, Massachusetts.



The Best Equipped Shop Is the Van Normanized Shop

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Volume 35

Number 11

TRICKS OF THE TRADE *from* PERMATEX



Body Shop Work. Spread a bead of Form-A-Gasket No. 2 on edges when joining pieces of sheet metal. It will stop squeaks—stop rust, too.



Protect Marker and Signal Lights. Seal signal lights and all similar accessories cut into metal panels with Form-A-Gasket No. 1. It's a sure, easy way to keep them water- and weather-tight.

FORM-A-GASKET[®]

**Universal Sealing Compounds
LEAKPROOF • PRESSURE-TIGHT**

Check tips like these for new ways you can use Form-A-Gasket, best sealant going for leakproof, pressure-tight assemblies. Form-A-Gasket resists gasoline, water, hot or cold oil—many other liquids and gases. And it's specially made to withstand the pressures of high-compression engines.

Every Shop Needs All 3 Types



No. 1. Sets quickly
—dries hard

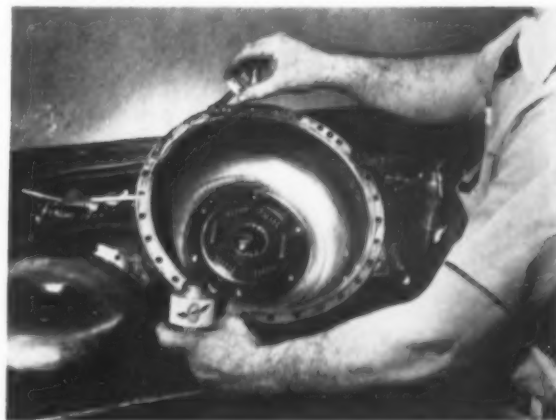


No. 2. Sets slowly
—remains pliable



No. 3. Brushable
liquid—remains tacky

Hundreds of uses around the house, too



Automatic Transmissions. Bothered by oil leaks here? Apply Form-A-Gasket No. 3 to both sides of torque converter gaskets and around other parts causing trouble. Makes a perfect, leakproof seal.

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Brooklyn 35, N.Y. • Kansas City 15, Kans.

More than 50 Chemical Products for Better Automotive Maintenance



HASTINGS

OIL FILTER

CARTRIDGES

KEEP OIL CLEAN

FROM FILTER CHANGE
TO FILTER CHANGE

*when changed as normally
recommended*

The reason is . . . Densite

*As proved by tests conducted in accordance
with U. S. Bureau of Standards procedure.

**Oil Filter Division
HASTINGS MANUFACTURING CO.
HASTINGS, MICH.**

... an amazing new type of filtering material
—is made of millions of selected raw cotton
fibres, pressure packed so oil must flow
through countless tiny openings, pass many
surfaces of fibres. The most microscopic ab-
rasives cling to these fibres—and stay there!

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 35

NOVEMBER, 1955

No. 11

Contents

Picking Overhead to Pieces	31
The Wholesaler: Control Expenses!	33
Garage Blueprint: Designed for Expansion	34
Hungry for Some Effective Sales Helps	36
Manuals and Bulletins to Keep You Informed	38
New Products to Build Up New Sales	40
We Dealers Face Three Liabilities	42
Just Look What's Ahead in the South	43
Chevrolet Engine Moves to 205hp	44
Packard Hits 10:1 Compression	45
Nash Provides Power Variety	46
Buick Offers Four-Door Hardtops in All Series	47
Press Conference: The Ford Outlook	48
Plymouth Power Hits 200hp	50
Car-Selling Is Going Places!	51
Oldsmobile Smooths Hydra-Matic	52
The All-New Studebaker	53
'66 Cadillac Transmission Has "Controlled Coupling"	54
Mystere—Ford's Tomorrow Car	55
Tapping Tappet Trouble	60
Body Shop: Unkinking Convertible Tops	62

DEPARTMENTS

News Spotlight	5	Southern Jobbers	58
Automotive Markets	7	Shop Talk	70
News Briefs	9	Nutbuster Letter	74
Time Savers	150		

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SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1955

100%
PENNSYLVANIA
AT ITS FINEST

**BOTH
TOP PERFORMERS
...AND BUSINESS BUILDERS
FOR YOU!**

VEEDOL 10-30 MOTOR OIL

makes customers sit up and notice the difference . . . gives highest octane performance, up to 40 extra miles per tankful of gasoline, battery-saving starts, stall-free warm-ups, top oil economy, all-weather protection and extra high detergency. You'll notice the difference too . . . in stepped up sales!

• • •

150-HOUR VEEDOL TRACTOR OIL

keeps tractor owners coming back for more . . . gives them complete lubrication for a full 150 working hours between changes in gasoline tractors . . . cuts oil costs and resists heat and wear. Recommend and sell 150-Hour Veedol for steady turnover with a full margin of profit.

Veedol oils and greases are sold through independent distributors. Write for information today!



TIDE WATER ASSOCIATED OIL COMPANY

TULSA, Thompson Building

Want more facts? Use Reader Service Card Page 98

Match 'em up!

Build a quality set of
PROTO sockets & attachments
to handle all your needs



Yes, choose from the **professional-quality** line—PROTO.

Sockets: All standard opening sizes from 3/16" to 3 1/2".

Drive Sizes: 1/4", 3/8", 1/2", 3/4", 1".

Handles: Ratchet, hinge, sliding bar, speeder, pin, spin-type, ell types, and plain or ratchet torquers.

Attachments: Extensions, adapters, universal joints, ratchetors, screwdriver sockets.

**And many special sockets and attachments
for particular jobs!**

With almost 500 types and sizes to choose from, you will find *all* the sockets and attachments you need for *your job* in the complete PROTO line. And in every one you buy, you get PROTO's famous *professional-quality*. They are engineered for maximum strength, close fits and perfect balance. No more bruised knuckles from sockets slipping, they hold fast.

Start today building a set of quality PROTO sockets and attachments that you

will be proud to own. They will give you years of satisfactory service. Buy the ones you need from your dealer. Send 10¢ for catalog of the entire line to

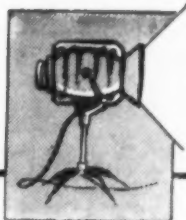
PLUMB TOOL COMPANY

2214P Santa Fe Ave.
Los Angeles 54, Calif.

5590



Eastern Factory, Jamestown, N.Y.
Canadian Factory, London, Ont.



Automotive **SPOTLIGHT**

November, 1955

Halloween saw no goblins along the assembly lines. Rather, busy crews were putting the finishing touches to the last units of the October production of around 505,000 cars. This set the factories this year at just 156,000 units short of the 6,650,000 cars they rolled out in the record year of 1950. Less than ten days of this month had passed when the all-time record fell to this great production year of 1955. From factory sales executives continued to come forecasts of '56 production similar to that being established this year, but many dealers creased their brows in view of their complaints of skimpy profits except frequently for all but some fast-turnover, volume-operating dealers.

The 1956 Hudson, appearing in a few days, will offer four-tone colors, aside from a V front-end design which takes it completely away from its previous body appearance. The Rambler, which will appear next month, has been redone entirely, too, with greater carrying capacity (six people comfortably) and a strikingly new station wagon on which Nash and Hudson dealers are expected to lean for their bread and butter.

Ford's plans for commanding a greater share of the '56 market were made clearer with the announcement--coming on the heels of the dedication of its Louisville, Ky., assembly plant--that this mammoth facility would swing into two shifts January 3. This was Ford's third two-shift announcement. Dearborn added a second shift in September and the Mahwah, N. J., plant will go to that basis in January.

Chevrolet was not exactly resting on its current slight edge in the Chevrolet-Ford production tug-o-war. That GM division is expecting not only to set new records this year but again in 1956, according to General Manager Thomas H. Keating. That may seem more feasible in view of his accompanying announcement of a plant expansion involving an additional 2,574,000 square feet of space. In contrast to '55 production of 2,300,000 cars and trucks, he said Chevrolet should roll out around 2,500,000 next year. This month Ford was operating at the annual rate of 2,500,000.

Air conditioning, which can rightly claim more popularity in the South, got a boost with Buick's announcement October 26 of a cut of \$150 in this feature of its 1956 models. Meade F. Moore, vice-president of engineering and research, American Motors Corp., told editors of this publication that a combination heating and cooling system costing less than \$300 may not be many years away. Air conditioning is a safety feature, he said he had discovered personally, because the strain on nerves while driving is eased by closed windows which shut out noise.

Stay South, young man, Stay South! If you don't know why, turn to page 43 and read the facts of Southern Progress. Maybe you're too close to the mountain to see what's happening. Stand back at eye length and study the present and indicated future. Southern resources are winking and Industry is responding!



Open letter to every good mechanic:

You want to keep your present customers
satisfied — with real oil economy and fine
engine performance at a fair price.

You want more new customers.

You want no come-backs.

**Sealed Power KromeX Ring Sets
will help you reach these goals!**

KromeX Ring Sets offer you the sure way
to Faster Pick-up, Smoother Performance,
Double Ring Life, Maximum Oil Economy
and Positive Lubrication!

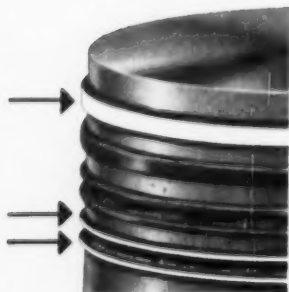
SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST FOR RE-RING! BEST FOR RE-BORE!

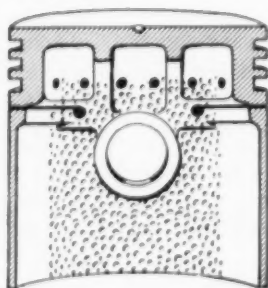


P.S. Every re-ring job deserves all three...



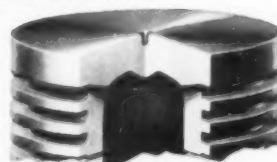
1

Use KromeX on
all ring jobs.
Modern engines
need chrome
rings to fight
heat and corrosion
and reduce
friction.



2

Have all pistons
resized on SEALED
POWER Super-
Sizer—expands
skirt to original
close fit—re-
tains cam con-
tour.



3

Install SEALED POWER
GI-60 Contracting
Groove Inserts—the only
dependable, economical
answer to top groove wear.



Automotive MARKETS

Ford Promotes Montagnet In Kansas City Region

FORD Division of Ford Motor Co. has advanced George P. Montagnet, Kansas City, Mo., from assistant regional sales manager to regional sales manager, succeeding Ira B. Groves, who has retired after 43 years with Ford.

Montagnet, a native of New Orleans, joined the sales staff of Ford there in 1923, was made wholesale manager in 1934 and re-



George P. Montagnet

tail manager in 1936. In 1939 he was transferred to the Louisville, Ky., district, where he worked in various sales capacities.

He became assistant district sales manager in New Orleans in 1940, district sales manager in 1944, assistant Southwest regional sales manager in Kansas City in 1950 and national car sales manager at Ford Division in 1952. In 1954 he returned to Kansas City as assistant regional sales manager.

Associates Pays More

Associates Investment Co. advanced last month by one eighth of one percent the interest rate the company pays on open-market commercial paper. New short-term discount rates are: 30-89 days, 2¼%; 90-179 days, 2¾%; 180-265 days, 2½%, and 266-270 days, 2%.

DeSoto Sales Climb 92.9% In Kansas City Region

DESOTO's Kansas City, Mo., regional sales have shot 92.9% ahead of 1954 due to doubled manpower and enlarged quarters, according to C. Swenholt, regional manager.

New personnel appointments include: Guy Galyon, former district manager of Topeka, to regional business management manager; Joe Ryan, former Wichita district manager, to merchandising manager; Joe Crawford, former Tulsa district manager, to new-car sales manager; Nelson Lear, partner of a former Chrysler dealer, to used-car manager; W. A. Scott to regional service manager, and W. R. Williams to parts and service sales supervisor.

Newly-appointed district managers are: Jed Snow, Topeka; Glenn Gullett, Wichita; Paul O'Neal, Tulsa, and Jim Cochran, Sedalia.

1956 Chevrolets Feature Nearly 50 Accessories

NEARLY 50 accessories, including air conditioners for V-8's and power brakes for all models, are being offered dealer-installed on 1956 Chevrolets, W. E. Fish, general manager, announced.

Among the extras are: seat belts, non-glare rear view mirrors, two windshield wipers, auxiliary lights, radios, recirculating heaters, rear tire carriers, electric shavers, compasses, tissue dispensers, locking gasoline tank caps and license plate frames.

Arvin Completes Indiana Plant

Arvin Industries, Inc.'s, Gladstone, Ind., factory, which has approximately 55,000 square feet, is completed and will begin operation late this year. The plant, which is built on a 24-acre plot, will increase the company's manufacturing space to approximately 1,200,000 square feet.

Chrysler Names Cooper For Charlotte Post

CHRYSLER Division of Chrysler Corp. has named John V. Cooper as regional manager in Charlotte, N. C., in charge of sales and promotion of Chrysler and Imperial cars in the Carolinas and eastern Tennessee.

Cooper joined Chrysler in 1950 in the Pittsburgh, Pa., region, where he was a district manager



John V. Cooper

until his present appointment. He replaces H. Jones Johnson, who has been made Philadelphia, Pa., regional manager.

Johnson, who had been Charlotte regional manager since 1954, now handles sales and promotion of Chryslers and Imperials in Delaware, northeastern Maryland and two other states. He entered the automobile business in 1946 in Marianna, Fla., joined Chrysler as Atlanta, Ga., district manager in 1947 and became general manager of a Pensacola, Fla., dealership in 1949.

Denis G. Murphy, who was a salesman in an independent service organization in Dallas, Texas, for three years, has been made fleet sales manager of the Eastern Division. He now handles fleet sales for Alabama, Georgia, Florida, the Carolinas, Tennessee, Delaware, Maryland, Virginia, West Virginia, Washington, D. C., and nine other states.



COULD YOU HAVE SOLD

THE PROSPECT WHO WALKED OUT?

He's neither the first nor the last to take a walk because he's scared of the financial obligation, afraid he'll lose his investment if something goes wrong and he can't make his payments. You know that. Happens every day.

But you *could* have sold him with Associates' Insured Payment Plan. You could have shown him how it completely protects his investment, makes his payments for him if he's sick or disabled, pays in full if he dies. You could have sold him real security, financial peace of mind—and the car. That happens every day, too, in hundreds of dealerships. Let us give you full information on the Insured Payment Plan—one of many sales-building services you get from a *specialist* in automobile financing. Call or write today.

The Old Sage says...

"Fear can lose you a sale — or help you make it if you use the Insured Payment Plan."

(The Old Sage is a composite of all the successful dealers we've known in over a third of a century in the field.)



Associates

Associates Investment Company
Associates Discount Corporation
Emmco Insurance Company
South Bend, Indiana



Automotive NEWS BRIEFS

Senator Monroney Sees Possibility Of "Supermarkets" in Car Selling

IN REMARKS not included in his address in Tulsa before the Oklahoma Automobile Dealers Association last month, U. S. Senator Mike Monroney of Oklahoma told a representative of SOUTHERN AUTOMOTIVE JOURNAL that the three members of his committee will get together in Washington after the congressional recess and decide if hearings are advisable on problems of the car retailer.

Monroney and two other senators make up the subcommittee on automobile distribution of the senate interstate and foreign commerce committee, of which Monroney is chairman.

"We are trying to preserve the system of distribution as the best ever created," he said.

"This does not necessarily mean to pass a law, but to be helpful in preventing trade abuses. To that

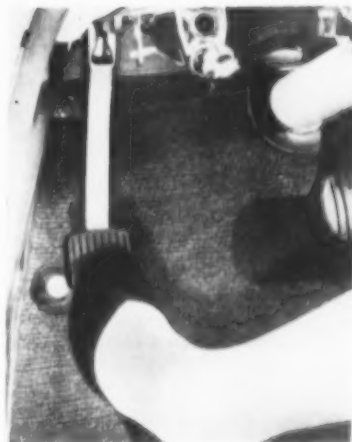
end the committee has done everything within its power, more specifically these three steps:

"1.—We have picked up the threads of previous industry investigations.

"2.—Circulated a questionnaire, to which response was the largest in government history of such questionnaires.

"3.—Members of the committee are now making personal contacts, accumulating additional information on major problems of the industry.

"We, the members of the committee, are somewhat fearful that the present trend may develop the supermarket type of automobile retail operation. I have personally talked to influential and successful dealers and have heard some of them discuss the possibility of taking on six or eight car franchises."



Oldsmobile's new foot-operated pedal parking brake at the driver's left requires much less pedal pressure applied to the emergency brake than was necessary with the former hand-operated parking brake. At the right is Oldsmobile's wide pedal for "pedal-ease" power brakes.

Senator Monroney (right) appears here with President-Elect J. G. "Jimmy" Knox of the Oklahoma Automobile Dealers Association. Monroney recalled that while attending the University of Oklahoma, both he and Knox were members of the same fraternity. "Especially do I remember my freshman year," he said, "when Jimmy, as an upperclassman, would command me to grab my ankles. Then he would rap me across my posterior with a barrel stave."



JANUARY				APRIL				AUGUST				DECEMBER								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1

- Looking Ahead**
- Nov. 13-14—Annual convention of Automobile Dealers Association of Alabama, Tutwiler Hotel, Birmingham.
 - Nov. 17-22 — Convention cruise to Bermuda from Wilmington, N. C., by North Carolina Automotive Wholesalers Association.
 - Dec. 12 — Fall convention of Automotive Wholesalers' Association of Alabama, Hotel Whitley, Montgomery.
 - Jan. 28-Feb. 1 — Annual convention of National Automobile Dealers Association, Sheraton Park and Shoreham Hotels, Washington.
 - Feb. 6-9—29th annual National Auto Accessories Exposition, Navy Pier, Chicago.
 - Feb. 21-22 — Annual convention of Motor and Equipment Wholesalers Association, Sheraton Palace Hotel, San Francisco, Calif.
 - Feb. 21-22—Annual convention of National Standard Parts Association, Hotel Mark Hopkins, San Francisco, Calif.

- cisco, Calif.
- Feb. 23-26 — Pacific Automotive Show, Civic Auditorium, San Francisco, Calif.
- Feb. 27—Annual convention of Louisiana Automobile Dealers Association, Hotel Roosevelt, New Orleans.
- April 5-7—Annual convention of Independent Garagemen of America, Wichita, Kan.
- May 10-13—13th Southwest Automotive Show, Coliseum, Houston.
- May 12-13 — Annual convention of Independent Garagemen's Association of Texas, Houston.
- May 24-25 — Biennial Southeast Automotive Show Conference, Asheville, N. C.
- May 26-28 — Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel Myrtle Beach.
- June 3-6—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago.
- Sept. 5-7 — Annual convention of Tennessee Automotive Association, Gatlinburg.
- Oct. 21-22 — Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City.
- April 25-27, 1957 — Biennial Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.
- May 9-12, 1957—Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

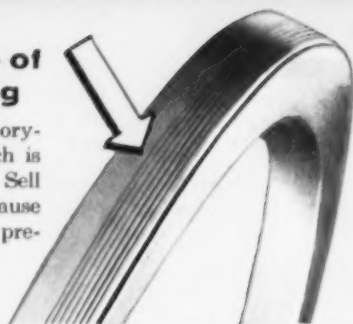
*Avoid
come-backs*

use pre-seated Krome-Oil

AMERICAN HAMMERED Pre-seated Krome-Oil PISTON RING SETS

Pre-seated narrow land contact surface of Krome-Oil top groove compression ring

Pre-seating means early break-in, no customer complaints. It is a factory-applied lapping process for the top groove compression ring which is equivalent to many hundreds of miles of actual engine operation. Sell and install chrome, with its long wearing qualities, confidently because Krome-Oil rings are pre-seated. They break-in instantly, deliver premium performance all the way.

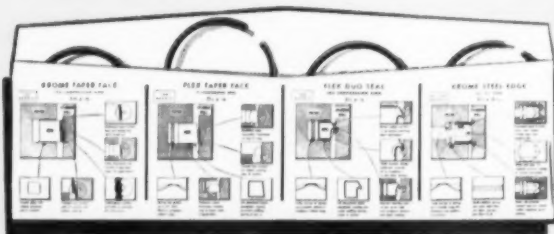


Look for chrome here... to install a full chrome ring set

When you install chrome, be sure you're selling a full chrome ring set. Check for chrome on the top groove compression ring, on the side rails of the oil ring. Install chrome confidently because Krome-Oil is pre-seated. Krome-Oil seats instantly, doesn't scuff, and pays off in longer engine life.

All-in-one ring envelope

All-in-one ring envelope contains all the rings for one piston. They're packaged in this envelope in the order of installation. This prevents mix-ups, saves yours or mechanic's time. A real help and time-saver in the shop.



Install Krome-Oil
the chrome ring set
with all the answers

American Hammered

AUTOMOTIVE REPLACEMENT DIVISION

2001 Sanford Street • Muskegon, Michigan

Manufacturers of American Hammered Automotive Replacement Piston Rings.
A Division of Sealed Power Corporation

Remember profit-packed American Hammered Power-Plus Service—
Koetherizing • GI-60 Groove Insert • Dry Film Lubricant



Newly-elected officers of the Georgia Automobile Dealers Association are (l. to r.): Front row, Clark T. Lyndon, Reidsville, president; J. J. Westbrook, Atlanta, treasurer; second row, James L. Barnett, Savannah, director; R. C. Dunlap, Jr., Macon, first vice-president; J. C. Lewis, Jr., Savannah, second vice-president; James C. Downing, Atlanta, director, and Oscar Miller, Albany, director. C. M. Daniel, Jr., Atlanta, and Rufus Camp, Macon, both directors, are not shown. The association's convention was held Oct. 9 and 10 at the Bon Air Hotel, Augusta, Ga.

Texas Garagemen Look To Future Laws

IN ANTICIPATION of state legislation in regards to licensing repair shops and mechanics, delegates to the Independent Garagemen's Association of Texas' semi-annual convention in Austin set up the necessary machinery for eleven legislative committees on Oct. 1-2.

Acting well in advance of next year's elections, members also expressed concern on the need for a labor lien law in Texas.

More than 400 automotive repairmen and guests attended the convention. The program included a round of unusually successful business sessions, a moon-lit river-boat ride; a meeting of the association's auxiliary leaders and several impromptu get-togethers between the association's newer chapter delegations and the older groups' representatives.

In all, four new chapters—Beaumont, Temple, Port Arthur and Killeen—were admitted into the association. Every chapter was well represented at the business sessions.

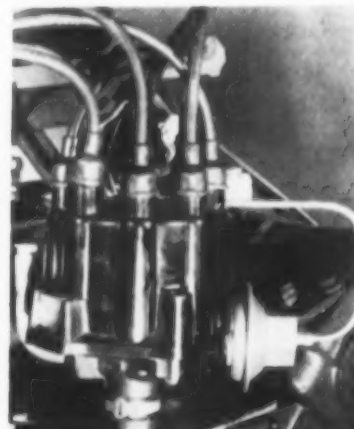
Briefly, the accomplishments of the meetings were:

1. The setting up of the necessary machinery for each local chapter to have its legislative com-

mittee in operation prior to the elections next year.

2. The appointment of a central, coordinating committee at the state level to direct the various local committees.

3. Re-affirmation of a previous stand in support of the automotive upholsters and trimmers in their fight against a crippling retro-active excise tax levied on all seat



New distributor on Oldsmobile's 1956 "Rocket" T-350 engine has improved ignition timing accuracy. There is a new external door (left side of distributor in photo) that permits making point adjustments without removing the entire distributor cover. The new distributor has a more efficient timing pattern and contributes to better operating characteristics of the engine.

covers installed since August 18 1952.

4. Final acceptance of a number of important changes in the by-laws, principally in regard to membership and financial support at both state and local levels.

Max McLaurin (left), Jackson, Miss., retiring president of Mississippi Automobile Dealers Association, discusses convention agenda with C. H. Hawkins (center), Mid-State Motor Co. (Chrysler-Plymouth), Kosciusko, newly-elected president, and George Lemon Sugg, association manager, at the group's annual meeting at the Buena Vista Hotel, Biloxi. Officers not shown are: Homer McLeod, Greenwood; Leon White, Union, and M. B. Gavin, Lucedale, vice-presidents of the northern, central and southern districts, and Beverly Briscoe, Biloxi, secretary-treasurer.



FIRST

*in Quality, Precision
and Production*

**STORM-VULCAN
Model 75-A
CAMSHAFT
GRINDER**



**LOWEST
IN
PRICE**

The machine that is priced

COMPLETE!

Ready to grind BOTH Automotive and Industrial Camshafts the day it's installed! Requires no extra table extensions. The **FIRST** choice of experience-wise engine rebuilders and machine shop owners.



**Model 75
CAMSHAFT
GRINDER**

Send for these NEW CATALOGS
CAMSHAFT GRINDERS • TURBO-BLAST
CLEANING MACHINES • ENGINE
RUN-IN AND TEST STAND

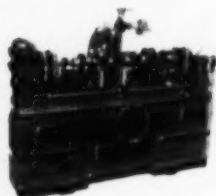


STORM-VULCAN, INC.
2225 BURBANK STREET • DALLAS, TEXAS

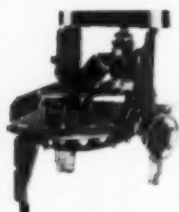


The Nation's Leading Rebuilders and Shops **STORMIZE** with STORM-VULCAN Machines

**Turbo-Blast Cleaning
Machines** — Sizes for
every need. Model JR
60 — List price \$575.00.
Other models
\$185.00 up.



**MODELS 15 and 15A CRANK-
SHAFT GRINDERS** — Top pre-
cision. Lowest in price. Priced
complete.



MODEL 85 HEADMASTER —
For fast, accurate Head Mill-
ing. List price \$3,095.00.
Priced complete.

MODEL D-1 DYNOMASTER
Engine Run-In and
Test Stand for
all Auto-
motive and Truck
engines. List
Price \$995.00



"We Are the David," Says President Of American Motors on 1956 Plans

"WE ARE the David.

"We have a round pebble called the Rambler. We are going to flank the 'Big Three' — not meet them head-on."

So stated an elder in the Mormon faith in addressing last month 200 press, radio and TV editors at the preview showing of the 1956 Nash, Hudson and Rambler line at Burlington, Wis. And George Romney, president of American Motors Corp., told why his firm is shooting for around twice as many new-car sales in '56 as this year.

American Motors is basing its future approach to the market on these four fundamentals, he said:

"1.—The automobile market is undergoing a change. The future market will not be exclusively for the large type car that has been getting bigger and bulkier. These cars will enjoy a gradually diminishing percentage of the market. The small percentage now enjoyed by the compact and small cars will continue to grow until ultimately their volume could exceed that of the larger, bulkier car.

"2.—American Motors is developing the Rambler as a 'basic volume' car. It is today's smart, modern version of the efficient, economical all-purpose car for everyone. The greatest successes in the automobile business have depended on securing basic volume for one line, the success of additional lines being dependent on the volume line.

"3.—Concentration and integration of modern manufacturing facilities to develop maximum production efficiency for an automobile with basic volume potential ahead of it. By its progress of the past year and new expansion completed this month, American Motors now has placed its manufacturing facilities on substantially the same efficiency footing as the 'Big Three.' The company's consolidation program will be completed during the 1956 model year.

"4.—Our relative labor contract position has been improved and we are making progress in our



President Romney

union and employee relations."

The new Rambler is wholly restyled and redesigned for greater beauty and maximum utilization of "useful space." It is trimmer in two of the three major outside dimensions than its predecessors, yet has much more interior room. Retaining the compactness of the 108" wheelbase, the 1956 Rambler is lower than either of its previous models or its current competitors.

Over-all length has been moderately increased for styling and greater trunk space, but the car will still be more than a foot and a half shorter than the average U. S. car, retaining Rambler parking, traffic and maneuverability advantages.

Despite its compact exterior, the new Rambler is equal to the average Ford, Chevrolet and Plymouth in the composite of all interior comfort dimensions — front and rear head room, leg room, hip room and shoulder room.

Visibility is increased by a boost of 30% in total glass area.

The Ramblers also will boast a new overhead valve engine, up 30% in horsepower over models last year.

"Early in October we completed new and additional facilities for the Rambler that will put it on a separate production basis and lift its output capacity by 60%," Romney said. "These new facilities are already in production. With them, we will be able to meet the doubled demand we expect for the Rambler in '56. We are aiming at a 150,000-plus Rambler sales, compared with about 82,000 this year. This expansion of Rambler capacity gives us balanced facilities for the production of 360,000 cars annually."

A high-torque V-8 engine developing 240hp is housed in this 1956 Clipper Super series Panama hardtop. When teamed with Ultramatic transmission, "this powerful V-8 engine endows in the all-new Clipper series of cars for 1956 maximum get-away performance from standing starts and safe passing ability in all speed ranges," said Packard engineers. The 1956 Clipper is capable of acceleration from 0 to 60mph in 10.5 seconds, they reported.



GET IN ON THE HOTTEST PROFIT PLAN EVER TO HELP YOU BUILD BRAKE BUSINESS

Raybestos **7 POINT BRAKE CHECK**

INCLUDING ADJUSTMENT

Wheels off pay off when you make this 7-Point Check. You get more brake work. And with the Raybestos Plan you can charge for every check you make. See your Raybestos jobber for details now.

HERE'S WHAT YOU DO—

- 1 Pull front wheels and inspect linings
- 2 Check brake drums
- 3 Inspect front wheel bearings
- 4 Clean brake assembly
- 5 Check hydraulic system
- 6 Adjust brakes
- 7 Road-test brakes

BACKED BY ADS LIKE THIS

Telling Car Owners in Your Neighborhood to Ask for the 7-Point Check



AND HERE'S THE COMPLETE SELLING PACKAGE YOU GET—



RAYBESTOS "CONTOUR GRINDING" WILL HELP YOU CASH IN

Raybestos "Contour Grinding" assures true shoe radius. All Raybestos Lined Shoes are "Contour Ground" for perfect lining-to-drum contact. No chance of high spots—no spongy pedal action due to excessive belly contact.



SEE YOUR RAYBESTOS JOBBER NOW.
OR WRITE US DIRECT.



Reline with
Raybestos
AMERICA'S BIGGEST SELLING BRAKE LINING

RAYBESTOS DIVISION of Raybestos-Manhattan, Inc., BRIDGEPORT, CONN.



RAYBESTOS-MANHATTAN, INC. Brake Linings • Brake Blocks Clutch Facings • Fan Belts • Radiator Hose • Industrial Rubber Engineered Plastic, and Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles • Packings • Abrasive and Diamond Wheels • Bowling Balls



Three couples board a flower-decked canoe at the floating gardens of Xochimilco near Mexico City on their prize trips won in a Chevrolet sales contest. They are (l. to r.): Mr. and Mrs. G. Lewis Hopkins, Cheriton, Va.; Mr. and Mrs. Helm Masters, Sr., Marksville, La., and Mr. and Mrs. Emory S. Dockery, Blairsville, Ga. The trips lasted a week.

Colored Aluminum Appears For Trims, Even Tops

ALUMINUM of all colors, usable on automobile trims, store fronts or possibly even car tops, has been announced by Aluminum Company of America.

Finishes are actually part of the metal itself, with a clear, hard oxide coating artificially built-up and colored with dye materials. Thus the color is "sealed-in" and becomes an integral part.

Colors can now be ordered on sheet, extruded shapes, rods, bars and on drawn and extruded tubes with shade variations of the standard colors. Until this time, most colored aluminum was batch-finished after sheets or extruded shapes had been bought from the mill.

Rambler Output Scheduled For One a Minute Daily

SEPARATED manufacturing facilities, with a capacity of 800 a day, were scheduled to turn out one American Motors' Rambler a minute this month, E. W. Bernitt, vice-president of automotive manufacturing, announced.

Expanded facilities now permit a 60% boost in capacity and allow independent production. Previously Rambler shared assembly lines with Hudson and Nash.

"Our method of installing the

engine, axles, wheels and other major parts on the overhead line results in more efficient work," Bernitt said. Bodies were formerly moved along on slat-type floor conveyors and then lifted and transferred to the final line.

Front fenders are now installed in the body plant before the body goes in for painting, simplifying multi-tone combinations and eliminating need for a large storage area.

Conveyor systems, welding capacity and painting equipment were increased. Body production was expanded and a third-floor area for body storage set up.

DeSoto Advances Tarheel

DeSoto Division of Chrysler Corp. has appointed John L. Gerry, formerly used-car merchandising manager in Charlotte, N. C., to regional new-car manager in that area, J. L. Livingston, regional manager, announced. Gerry joined DeSoto in 1945 as a desk head in the distribution department in Detroit and became Charlotte district manager in 1947.

West Virginians Elect

The West Virginia Independent Auto Dealers Association has elected George H. "Buck" Conard, Buck Conard Motors, Inc., Huntington, as president.

Ford Names Louisianan For Oklahoma City

FORD Division of Ford Motor Co. has selected Earl S. Davidson, formerly an executive assistant in its Dallas, Texas, regional office, as district sales manager for its Oklahoma City, Okla., district, R. R. Anfin, Southwest regional sales manager, announced.

Davidson, a native of Jeanerette, La., joined Ford in New Orleans,



Earl S. Davidson

La., in 1946. He succeeds Eric F. Williamson, who has entered the retail car business in Houston, Texas.

A. F. Love, Jr., formerly fleet sales manager for the Central and Southwest regions, has been made assistant sales manager in the Oklahoma district. A native of Charlotte, N. C., Love joined Ford in 1945.

Texas Dealer Plans \$1,000,000 Plant

ROSTENSTOCK Motors (DeSoto-Plymouth), Houston, Texas, is planning construction of a \$1,000,000-plant on a newly-purchased \$100,000, ten-acre tract of land, Julius Rosenstock, president, announced.

The project will include a wholesale parts division, paint and body shop, new-car storage space, make-ready facilities and a glass-enclosed display area.

Mollie and Geraldine Rosenstock are vice-president and secretary-treasurer.

(More News Briefs on page 168)

PROTECT

**YOUR CUSTOMERS
AND YOUR PROFITS—**



SELL *wix* TOP QUALITY OIL FILTER CARTRIDGES that Guard Engine Life!

WIX Engineered Filtration gives your customers top-quality engine protection . . . and WIX makes your sales easier with powerful national advertising, a complete Line of Oil Filter Cartridges for every car and Filters for cars not factory equipped—plus a complete Program with Sales Aids and Service Tools to boost your Cartridge and oil volume.

Get started toward more Cartridge sales and bigger profits. Call your WIX Jobber today!

wix

OIL FILTERS CARTRIDGES

**AUTOMOTIVE • INDUSTRIAL • RAILROAD
WIX CORPORATION • GASTONIA • N. C.
In Canada: Wix Accessories Corp. Ltd., Toronto**





IT'S AROLUBE 3 TO 1 ON THE NEW OHIO TURNPIKE

Yes, it's ARO lube equipment in 12 of the 16 modern service stations along the newly opened 241 mile Ohio Turnpike.

Saving time in lube service—producing top profits with ARO efficiency and dependability—explain why AROLUBE equipment gets the call in more and

more of the leading garages and service stations!

It will pay you also to look into the beautiful new AROLUBE Reels for more profits in your operations. Choice of reels for chassis, gear, motor oil, air, water, automatic transmission . . . easily installed in any combination of units.

See your automotive wholesaler.

THE ARO EQUIPMENT CORPORATION, BRYAN AND CLEVELAND, OHIO
 Aro Equipment of California, Los Angeles, Calif.
 Aro Equipment of Canada, Ltd., Toronto 15, Ontario
 Offices in All Principal Cities



LUBE EQUIPMENT
 Also . . . Air Tools . . . Aircraft
 Products . . . Grease Fittings



CABLE NEWS of the CENTURY!

No Bolts! No Nuts!

to mess with in the
NEW

BOWES

**SEAL
FAST**

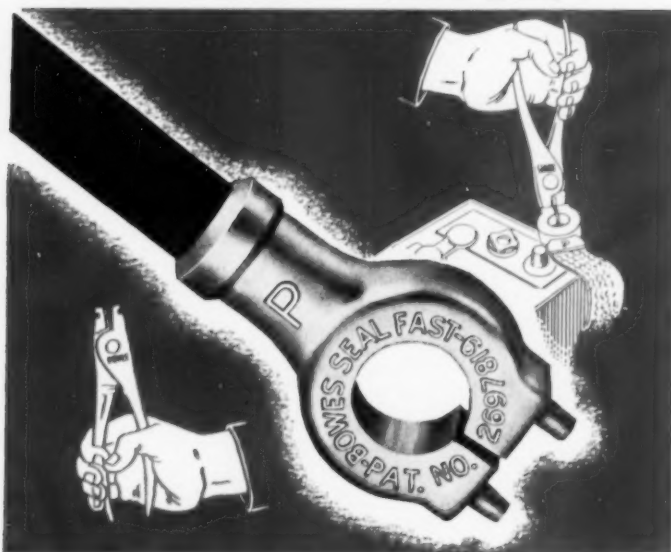
**EASY TO INSTALL!
SPRING RELEASE FOR
FAST SERVICE!**

**NOTE THESE BIG
SELLING FEATURES:**

- 1** No bolts or nuts to mess with.
- 2** Heavy-duty tempered spring-steel loop is die-cast into the non-corrosive terminal.
- 3** Reverse pliers quickly and easily spring the loop so that terminal spreads and then grasps battery terminal in firm grip which cannot slip or work loose . . . insuring constant, perfect contact.
- 4** Terminal guaranteed to be non-corrosive.
- 5** Road tested in hundreds of cars over many thousands of miles for more than two years with perfect performance record.

Tension-Lock

**TERMINAL
BATTERY CABLES**



Can't SLIP or WORK LOOSE! This radical improvement in battery cable terminals is going to make the old style, trouble making nut and bolt type terminal obsolete. The new Bowes Tension Lock Terminal is engineered to fit snugly and securely under the strong tension of the heavy duty spring steel loop, which is die-cast into the non-corrosive terminal, assuring constant, perfect contact. *Can't slip or work loose . . .* and yet is quickly and easily applied or removed with the reverse pliers.

BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, IND.
HAMILTON, ONT., CANADA • LONDON, ENGLAND
BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA



No. 78



YANKEE'S "MIRROR OF TOMORROW"



YANKEE'S "MIRROR OF TOMORROW"

From the home
of America's
most popular
passenger car
mirrors
come the new

'ALUMILINE'

No. 78
ALUMINUM ARMORED CLEARANCE-MARKER LIGHT
Deeply recessed, thick plastic lens
(amber or red) within a sturdy, stream-
lined two-piece aluminum housing.
Screw holes match those of your pres-
ent heavier clearance lights. Bright
3 c.p. bulb.



No. 130
ALUMINUM FLUSH
REFLECTOR
Only $\frac{1}{4}$ " overall
height. 3" red or
amber wafer-thin
Stimsonite unit de-
signed for shallow in-
stallations.



No. 478- 32" ALL ALUMINUM TRUCK MIRROR
Featherweight, clamp-on or bolt-
on double-extension mirror. Ex-
tends from 13 $\frac{1}{2}$ " to 24 $\frac{1}{2}$ ". Head
fully adjustable and replaceable.



No. 138
ALUMINUM ARMORED
REFLECTOR
Deeply recessed 3"
Stimsonite lens in red
or amber plastic.
Sturdy aluminum
housing keeps its lus-
tre for years.

fleet accessories by

Yankee

Here's lightweight, long-lasting aluminum, handsomely fashioned into gleaming fleet accessories by Yankee. No more ugly brown stains will mar the sides of trucks equipped with the rust-proof ALUMILINE. Yankee's ALUMILINE costs no more than ordinary painted accessories — yet it's common knowledge that aluminum accessories last far longer. Another ALUMILINE plus: each truck carrying the required number of lamps, mirrors and reflectors in aluminum can add thousands of potential payload pounds during a year's hauling.

Save weight! Save money! Dress up those trucks! Replace with Yankee's ALUMILINE.

Write for catalog of
more than one thousand
fleet accessory items to

YANKEE

YANKEE METAL PRODUCTS CORP.
Norwalk, Connecticut

A GREAT HAND TOOL **BLACK** HAND



- **BLACKHAWK MFG. CO.** discontinues the manufacture of Hand Tools and sells the line to **The New Britain Machine Co.**
- **BLACKHAWK** launches further expansion in its lines of Hydraulic Products and Lifting Equipment

Now—all the men, skills and facilities of Blackhawk will *specialize* in the growing fields of Hydraulic Products and Lifting Equipment!

Look for even more new Blackhawk Products, aggressive leadership and progress . . . and depend on Blackhawk Distributors for the finest in the broad classes of vital equipment pictured below.



**FROM THE PRESIDENT OF
BLACKHAWK MFG. CO.
MILWAUKEE, WISCONSIN**

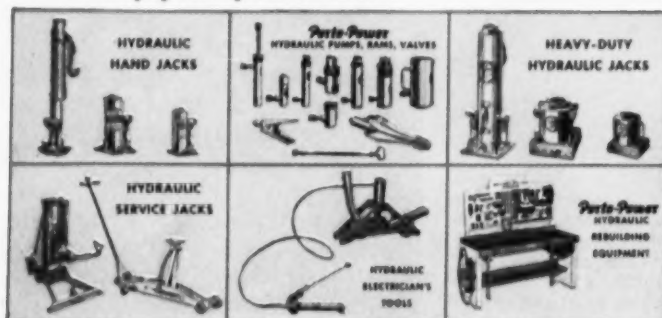
Effective October 3, 1955, The New Britain Machine Co. became the owner of the "Blackhawk" Hand Tool line.

This major step now completely frees us to concentrate on our growing responsibilities and objectives in designing, manufacturing, marketing and servicing Hydraulic Products and Lifting Equipment.

The outstanding patronage we have continuously enjoyed on Blackhawk Hand Tools is deeply appreciated.

Sincerely,

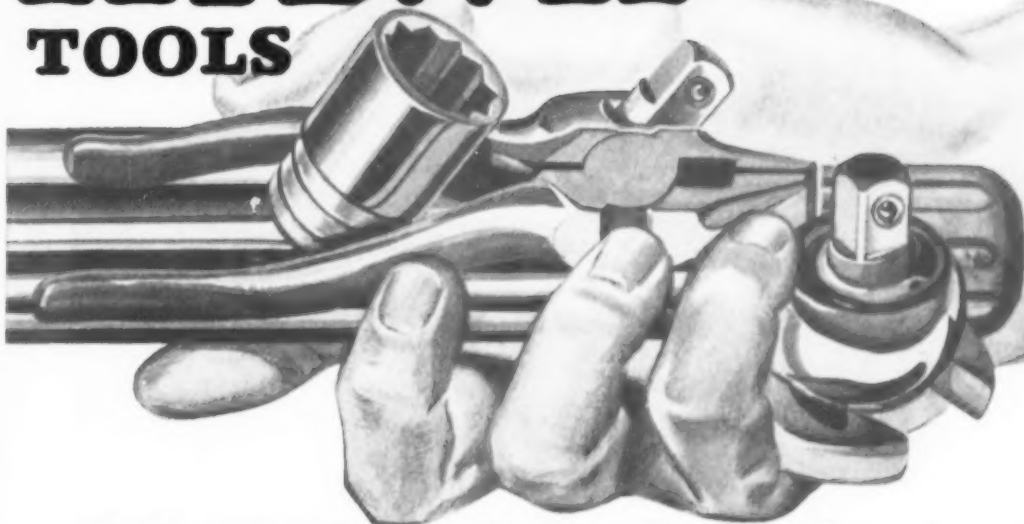
Philip G. Brumder



BLACKHAWK WORLD'S LARGEST MANUFACTURER
OF HYDRAULIC TOOLS

LINE CHANGES HANDS

HAWK TOOLS



- The New Britain Machine Co. now the sole manufacturing source for **BLACKHAWK** Hand Tools
- **NEW BRITAIN** to offer **BLACKHAWK** Hand Tools thru existing **BLACKHAWK** outlets and maintain Warranty

FROM THE PRESIDENT OF THE NEW BRITAIN MACHINE CO. NEW BRITAIN, CONN.

We are rightfully proud to become the exclusive manufacturer of Blackhawk Hand Tools. Our purchase of this Line permits us to broaden our present distribution and to more fully utilize our manufacturing facilities. We pledge backing up the Blackhawk Warranty on Hand Tools—both to present Blackhawk Hand Tool owners and future buyers.

You may also be assured that we are committed to the same policies of top quality, design, and manufacture which have made Blackhawk Hand Tools famous.

Cordially,

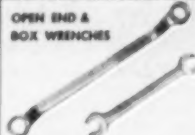
Ralph S. Howe



While sustaining our New Britain Hand Tool Lines, we will immediately expand the new Blackhawk Line by adding, under the Blackhawk label, our nationally accepted Tools for servicing Automatic Transmissions, plus other exclusive Tools. Continue to buy your Blackhawk Hand Tools from your Jobber. There are no changes in present Blackhawk Tool numbers, design, warranty, quality or prices.



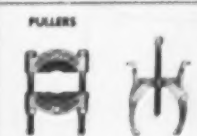
SOCKETS &
DRIVE PARTS



OPEN END &
BOX WRENCHES



SCREW DRIVERS



PULLERS



PLIERS



AUTOMATIC
TRANSMISSION
TOOLS

BLACKHAWK HAND TOOLS
THE NEW BRITAIN MACHINE CO., NEW BRITAIN, CONN.

THE COMPLETE LINE THE FLEET LINE



Perfection in Protection

● Compare any lamp in the entire Griffin line with any other make. You'll find improvements throughout.

The reasons are obvious. Griffin concentrates on fleet requirements—and supplies every fleet need. Griffin makes every lamp heavier, sturdier, more dependable, to stand up under years of gruelling fleet use.

Griffin engineers find more rugged mate-

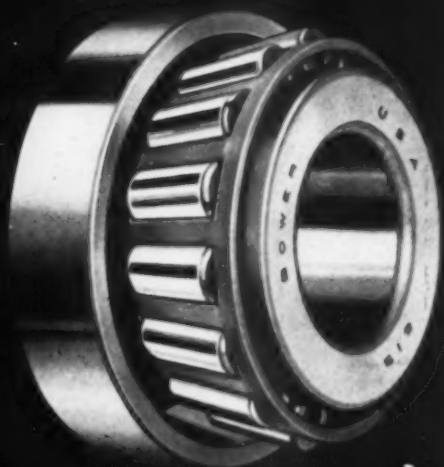
rials—and use them in heavier gauge—to give thousands of extra miles of life. They find new construction processes—and build improved models at competitive prices. And they develop new, exclusive *built-in XX safety factors* to make every Griffin lamp an engineering masterpiece. It will pay you to standardize with Griffin, the complete fleet line. Call your Griffin distributor now.

THE GRIFFIN LAMP COMPANY • HAMILTON, OHIO • SHELBY, MISSISSIPPI
Warehouses—736 East Washington Blvd., Los Angeles, California; 440 Golden Gate Ave., San Francisco, California
37 Leon Street, Boston, Massachusetts; 308 Ninth Avenue, North, Seattle, Washington

THE LINE WITH
BUILT-IN XX SAFETY FACTORS

GRIFFIN
AUTOMOTIVE SAFETY LIGHTING

Q U A L I T Y



BOWER
ROLLER BEARINGS

S E R V I C E



The perfect combination

for Quality and Availability . . .

ask your Federal-Mogul-Bower Jobber!



F E D E R A L - M O G U L S E R V I C E

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN

Special 12-Volt Resistor

This Special 12-Volt Ignition Resistor
Greatly Prolongs Contact Point Life
at Sub-Zero Temperatures.



A GENERAL MOTORS PRODUCT

PARTS SALES



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

Beats Sub-Zero Weather!

NEW NO. 1933400 SPECIAL RESISTOR

FOR DELCO-REMY 12-VOLT

PASSENGER CAR IGNITION SYSTEMS

GUARDS WINTER STARTING ABILITY

Here's the *engineered* answer to sub-zero weather starting problems resulting from burned distributor contact points in Delco-Remy 12-volt passenger car ignition systems—the new Delco-Remy No. 1933400 special ignition resistor. This special-duty unit solves such problems *at the source* by protecting contact points from the abnormally high primary currents which often occur during prolonged, extremely cold weather. With a No. 1933400 resistor on the job, contact points stay clean and continue to operate at summertime efficiency even in sub-zero weather, thus assuring easier starting, better ignition, longer point life.

Installation is quick and easy. For cold weather protection just replace the *standard* resistor in a Delco-Remy 12-volt passenger car coil-and-resistor ignition system with a No. 1933400 *special* unit. No other changes are necessary.

CAUTION: Use No. 1933400 special ignition resistors only in Delco-Remy 12-volt passenger car coil-and-resistor ignition systems. Do not use with 6-volt coils or with 12-volt coils designed to be used without a resistor.



Delco-Remy
ELECTRICAL SYSTEMS

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1955

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25

Now! A Coil Built for

New Delco-Remy Model 1115400 Ignition
Coil for Cold Weather Applications.



A GENERAL MOTORS PRODUCT

PARTS SALES



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

Sub-Zero Weather

NEW DELCO-REMY MODEL 1115400

IGNITION COIL ANSWERS "BLUED POINT" PROBLEM

IN 6-VOLT AUTOMOTIVE ELECTRICAL SYSTEMS

Here's the engineered answer to winter starting troubles resulting from burned distributor contact points in 6-volt systems—the new Delco-Remy Model 1115400 ignition coil. This special-duty unit solves the problem at the source by protecting the contact points from excessive primary currents which cause destructive oxidation. With a Model 1115400 coil on the job, contact points continue to operate at summertime efficiency even in sub-zero weather, thus assuring easier starting, better ignition, longer point life.

Here's more good news! A Model 1115400 ignition coil will also keep contact points working more efficiently at all temperatures in "problem" installations such as taxicabs, door-to-door delivery trucks, and other vehicles customarily operated at low speeds and subject to excessive engine idling. The reason is the same—prevention of excessive primary current means less point deterioration.

The new Model 1115400 is the latest addition to the famous Delco-Remy line of oil-filled service coils—has all of the "eight ways better" features, too! The complete line is available everywhere through United Motors distributors.



Delco-Remy
ELECTRICAL SYSTEMS

DELCO-REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA

SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1955

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27

Easy does it-
THE WEAVER WAY

Sensational "Fast-Action"

WEAVER LO-HI-DRAULIC JACKS

*will enable you to turn out more jobs
-- in less time -- with less effort*



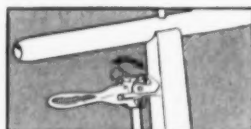
Step up customer service and increase job profits by equipping now with super-speed, super-safe Weaver Lo-Hi-Draulic Jacks. Take advantage of the time-saving, effort-saving features they offer. They are designed to answer present and future service needs. Available in models of 2, 4, and 10 ton capacity. See them at your Weaver Jobber today or write us for Bulletin SAJ-461.



QUICK-LIFT LEVER SPEEDS SPOTTING
Raises saddle quickly to lead . . . permits operator to check contact.



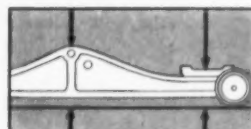
QUICK-LIFT LEVER SPEEDS CLOSE-QUARTER WORK
Lifts light loads without need of handle.



HANDLE OPERATES ON ANY PHASE OF STROKE
No lost motion! Spring-balanced. T-shaped. Easily removable.



24" LIFT HEIGHT PROVIDES ADEQUATE CLEARANCE



LOW FRAME GOES UNDER ALL CARS



JACK ROLLS SWIFTLY ON BALL-BEARING WHEELS

WEAVER

SERVICE SHOP EQUIPMENT

WEAVER MANUFACTURING COMPANY, SPRINGFIELD, ILL., U.S.A.

Complete Weaver line includes: Twin Post Lifts . . . Single Post Frame Type Lifts . . . Unit Lifts . . . Bumper Lift . . . Car Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . Air Compressors.

ALL 1
FROM INGOT TO FINISHED PISTON...

All under 1 roof

TRIPLEX PISTONS

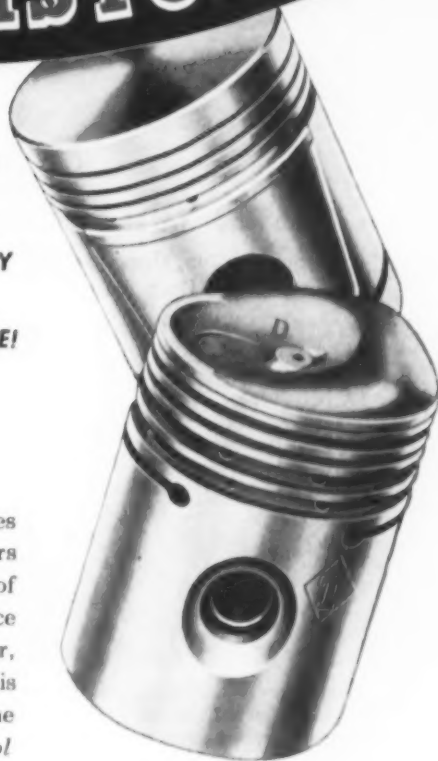


Complete manufacturing facilities mean . . .

- **UNIFORM HIGH QUALITY CONTROL!**
- **BETTER DELIVERY SERVICE!**
- **COMPETITIVE PRICES!**

WHAT a power-packed sales story! TRIPLEX customers enjoy all the advantages of a completely *self-contained* source—including our own Smelter, Foundry, and Machine Shop! This single, massive production line makes possible *direct control* throughout every manufacturing operation . . . resulting in unsurpassed quality and service. Yet TRIPLEX Pistons are *competitively priced*, to build volume sales and steady repeat profits for you!

Order from your Jobber



Triplex OFFERS ALL THESE SALES FEATURES:

- Classified Skirt Diameters
- Color-Classified Pin Holes
- Tin-Plated at No Extra Cost
- Precision Weight-Balanced Sets
- Passenger Car & Truck Pistons
- Warehouse Distribution

TRIPLEX CORPORATION OF AMERICA
PUEBLO, COLORADO





"THIS WILL COST YOU MONEY, MISTER!"

In the long run, cheap brake linings always cost more. Sell your customers the extra safety of genuine Grey-Rock Balanced Braksets . . . and it will pay off for you in the long run too.



You reduce adjustments and comebacks—assure better profit on each job—with Grey-Rock Balanced Linings. For with Grey-Rock, balance is not just a matter of high and low friction linings; it is the result of using *many* different linings in combinations properly *engineered* for each make and model. This exclusive Grey-Rock principle is what gives car owners fast, safe, quiet stops and longer, more uniform brake wear.



Distinctive woven and molded linings are combined in Grey-Rock Balanced Braksets and Trucksets for the specially severe brake requirements of certain makes and models. Where used, woven and molded combinations provide far better brake action than molded linings alone. In other sets, special molded types are used where all-molded combinations give best results. This is a distinctive Grey-Rock feature.

GREY-ROCK FACTORY-BONDED SHOE EXCHANGE SERVICE IS THE EASY WAY TO HIGHER RELINE QUALITY, LESS LABOR PER JOB, GREATER PROFITS

Only **Grey-Rock** makes

BALANCED BRAKSET LININGS

GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.

See your Grey-Rock jobber for
FACTORY-BONDED SHOE EXCHANGE

It's the lining that counts

Every piece branded for your protection

Consistently advertised in the

POST and **Farm Journal**



RAYBESTOS-MANHATTAN, INC.: Brake Linings • Brake Blocks • Clutch Facings • Radiator Hose
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NOVEMBER, 1955

Picking Overhead to Pieces



The author relates how he streamlined the shop personnel to get more volume. For example, a working mechanic-shop foreman replaced a full-time shop foreman. Supervising the mechanics, he may be interrupted to give assistance, as shown here on engine trouble.

This dealer tells exactly where he found inefficiencies in his operational setup and the 35% savings from corrective steps.

WE MADE a close study of operating expense over a year ago, and were surprised ourselves how rapidly departmentization had expanded to meet anticipated volume. Like other automobile dealers we were undoubtedly right in line with the general trend of the postwar years—build big for the big business that was to roll through the door.

That trend is now past, indeed reversed. General conditions dictate that you get your volume first and build afterwards. You work from small beginnings like the little family enterprise that grows as business grows. Therefore, our first job in reducing overhead was to cut back our departments.

We relieved non-producers, placed tighter controls on all supplies and utilities, trimmed promotion and instituted a safety program that supplemented education in economy for our employees, and brought about a 35% reduction in variable expenses. Despite curtailment we expanded service volume by 15%, holding last year's figures on new- and used-car sales, even though we eliminated one of our

By ROBERT TARSHES
General Manager, Beal Motors
(Dodge - Plymouth)
Washington, D. C.

used-car lots.

We believe we are now working with a better, more tightly knit organization whose personnel are more aware of the importance of watching costs. We feel that our service salespeople are doing a better job of educating our customers to good car maintenance, for our clientele appear more alert to periodic service.

As most of us know, small, needless expenses eat away profits. These small expenses are negligently overlooked when gross margins are up. With gross margins down, overhead must be closely watched for waste. Approaching our overhead from this standpoint, we sliced \$15,500 from our payroll in a year by dropping a service salesman, a full-time shop foreman, a porter and an assistant bookkeeper. We also reduced our new-car sales personnel from 15 to ten.

Our mechanic-shop foreman works alongside of our ten line mechanics whom he supervises. They are free to call on him for advice at any time. These interruptions are covered by a compensating minimum weekly salary. Our system of designating each mechanic on a board with a number lets a service salesman know who is available to handle the next job, thus freeing the shop foreman from making job assignments.

As soon as a mechanic has completed the job he is working on, his number goes up on the board. With only one specialist at front-end and steering, and all others doing general repairs, our shop personnel are kept steadily busy with a flow of work. We assure them a guaranteed basic weekly wage as they work on a 45-55 arrangement.

Our replacement of a full-time shop foreman with a working mechanic-shop foreman has proven that a setup with two alert service salesmen can meet the requirements of able supervision at very much curtailed expense.



As rising costs pinch net profits, more and more firms are watching small items. Here a mechanic turns in a soiled rag to get a new one.

Expenses for shop and custodial supplies appeared exorbitant to us. Rags, cleaning materials, sawdust, solder, discs, thinners and surfacers appeared to us to be too rapidly consumed, and too wastefully perhaps. These supplies are now kept in the parts department and issued by our service manager. Our gasoline station manager rations soap over a period of 30 days. Knowing the size of our volume or the number of cars we are likely to wash over a 30-day period, he indicates the quantity of soap to be used within that time.

All purchases on supplies over a certain amount have to be approved by the general manager. These controls have resulted in a one-third cut in expense on supplies.

Then we turned to utilities. Perhaps 25% of our phone calls were personal and not business. We felt a policing job was necessary on long distance calls by our telephone operator. Meanwhile we eliminated five branch lines and installed two pay phone booths.

We began watching lights more closely, and placed responsibility with employees for turning off lights when the day's business was completed. Our light bill alone was cut from \$250 a month to \$200. It is these small, needless, wasteful expenses that eat quietly into profits.

When we examined our advertising budget, we felt that the re-

sponse did not justify outlay on a television program and daily radio spots. We reduced our direct-mail and newspaper promotion, feeling that volume would not suffer noticeably. Savings here amounted to about 30%.

A discovery that led to savings resulted in one department only after making a close study of expenses. We used to have a \$1 car wash service at our gasoline station that brought lineups the length of the street on Saturday mornings. We found that we were paying customers to have their cars washed here—we were piling up volume at a deficit! This was straightened out with a price in-

crease and tighter controls of materials.

Up until about six months ago we kept our station open on Sundays with a manager, assistant and helper on hand. When we examined volume and net on this service, we found we were not even covering the men's salaries. And so that public accommodation was discontinued.

Similarly we dropped one of our used-car lots located at a distance from our main operation. Concentrating all of our activities close to home now, we are saving \$6,000 in rent, lights, insurance, taxes, etc., on that discontinued location.

Inventories are being watched more closely. We do not carry any paint stock, but order for jobs as needed. Closer tab on new- and used-car inventories, and their accurate recording monthly, has cut down on our inventory taxes.

Educating our employees to economy became a conscientious and studied practice at our shop and sales meetings. We talk economy continually and how expenses can be held down.

A program we instituted to promote safety and reduce accidents was instrumental in decreasing accidents and holding down our insurance rates. That is, our premiums did not go down but they did not go up either, as many others experienced.

The cutting, trimming and pruning in one department after another have made us a more effective dealership, closer to the pulse of our business.

With the underbrush cut away, every one of us has a clearer understanding of objectives and how they can be achieved.



The Wholesaler: Control Expenses!

Five controls that every jobber might treat as essential.

By J. M. YANTIS

IN OUR experience there are five controls that are most productive in regulation of expenses for the automotive wholesaler; and it is the conviction of management in our company that these controls are so essential they should be in use by every automotive wholesaler. The need is as acute in a one-store operation as it is in a 100-store operation.

In enumerating these controls, the order of their appearance does not necessarily indicate the order of their importance. In fact, the fifth control is more important, in our estimation, than the other four combined.

They are: a monthly operating statement, a break-even chart, a monthly sales and gross profit report, a daily sales quota system and, finally, a monetary incentive for all employees.

I am impelled to reiterate, with especial emphasis, that this fifth control is by far the most productive of all in the control of expenses. This statement may be passed over lightly, nevertheless, it has been widely demonstrated as a fact.

The purpose of any control should be to provide adequate information, carefully prepared and widely circulated within the company, that will create the natural—I repeat, natural—effect of a control.

Such information should produce friendly, but definite, competition, among fellow salesmen and among branch managers. The reward should always be more money for the individual. There is no substitute for money as an incentive!

Let me emphasize at this point that top management should not attempt to shoulder responsibility for the mechanical operation, from



The author is vice-president and general manager of The Automotive, Inc., Fort Smith, Ark., the Western Division of Osburn, Crow & Yantis Co.

month to month, of any or all of these controls. If management attempts to assume responsibility for the detail, then it will be found that the burden outweighs the benefit. Any control that is established should be so simple to follow, assuming you have provided complete instructions, that the designated office employee can effectively accumulate the necessary data for publication and circulation to effected personnel.

At this point, too, I should offer a word of regret that space for this article does not permit the use of charts, graphs and exhibits which would illustrate more forcibly the functions and mechanics of these controls. Under the circumstances it is necessary to discuss some of these controls in rather general terms. However, expense controls are not effective if they are not properly applied, and the basic rules of application will be covered here.

First, let us consider the monthly operating statement.

Any operating statement should accurately reveal gross income, with a general—not detailed—grouping of actual expenses and, as a consequence, show profit or loss before income taxes, year-end reserves and adjustments.

The operating statement should

present a comparison between the current year and the previous year. It should be in the hands of management—both home office and local, if there are branches—not later than the 15th of the first month following the closing date of the statement. There is good reason for that. When data is fresh it demands attention.

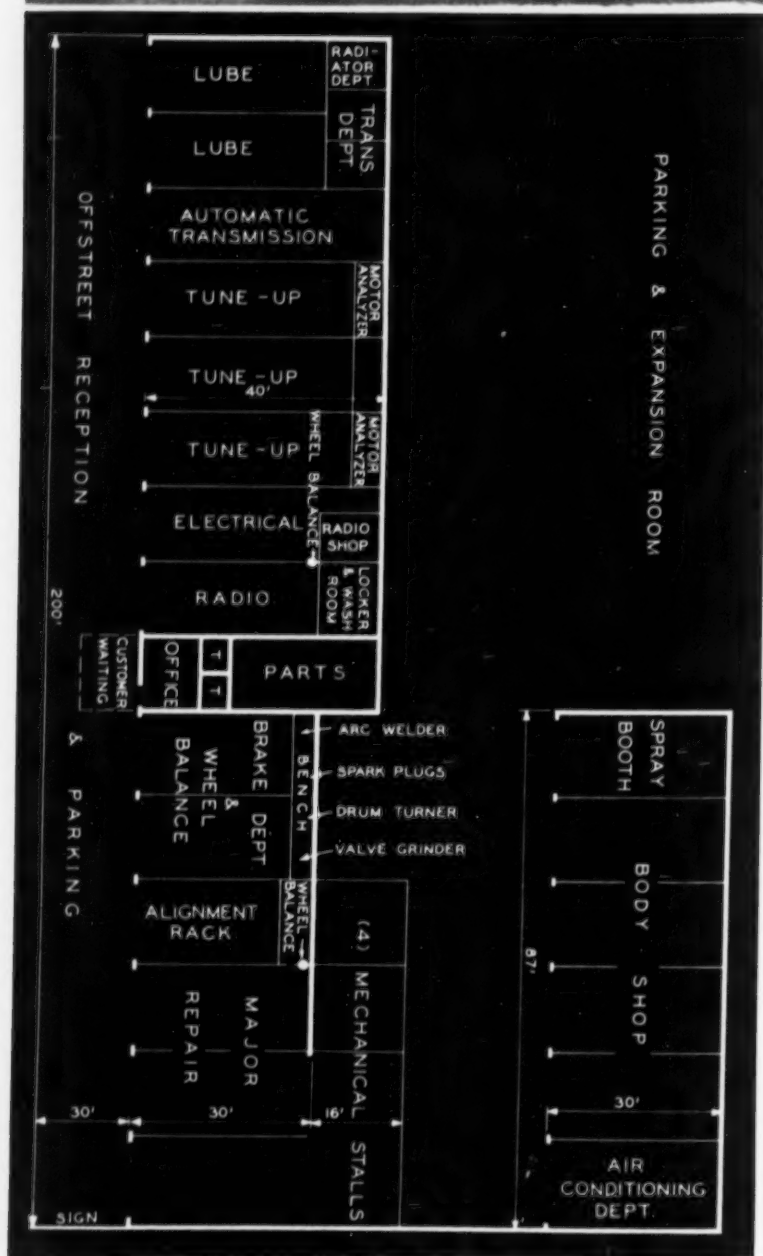
If there are several branches, they should be grouped. A given report will then show identical types of information for the branches. Top management is likely to be agreeably surprised with results obtained by giving branch managers this kind of information.

The next control to be considered has probably been misnamed. We call it a break-even chart, but perhaps it should properly be termed a "sales-profit chart." It, too, is essential, whether the operation involves one or many stores.

Any such chart is restricted in its use to the extent of a usable, daily quick reference, beneficial both to management and sales force. It has incidental value to management as a sort of running guide for conduct of the business.

This chart should provide percentage net profit for specific sales for any one month, with the

(Continued on page 128)



Designed for Expansion

By Hal M. Newsome

IN LESS than two years Goff's Automotive Center, a general repair garage in Miami, has increased its service volume from \$3,000 to around \$16,000 a month by continuously adding more space and more modern equipment, and by setting up 16 specialized departments in a handy, accessible shop layout.

The owners started with six open-sided stalls in a row, each with an open front directly accessible from the parking space between the shops and the street; and now they have 20 such stalls in two rows, with some of two-car depth, providing altogether space and equipment facilities to work on 44 cars at one time—some in the open air.

Beginning with three men plus the Goff brother owners, Lew and Jim, they now employ 26 trained specialists and are taking on more as needed. Originally handling ten cars a day, they now process about 45.

Coming from California—where they had 20 years' experience as

Third in a series on efficient planning of garage buildings.

mechanics, repair garage owners and dealers—the brothers believe strongly (for warm climates at least) in long rows of open stalls, particularly for their type of operation in strictly-specialized departments. They say in this way each department suffers the least interference from the others.

They feel their setup expedites the flow of cars in and out of the open stalls without wasting mechanics' time, as most of this is done by the supervisors and porters—and takes only a few minutes at most. About 60 waiting cars can be parked partly in front and partly in a rear parking lot.

The Goffs also prefer to use all of their expensive covered space for working areas, rather than part of it for what they call covered "driveways" as in a large rectangular shop. Their individual-stall layout cuts building overhead, lighting expense, etc. No artificial light is needed on an average sunny day. Individual stalls are also cooler in summer and only the rear row even needs fans to be comfortable.

The front row of shops is 200' long, with the new rear row 87' at present and expected to equal the front row in the not-too-distant future. The offstreet space in front of the shops will, in a pinch, take care of two cars in front of each stall, and is also used as a reception area. Here the brothers, acting as service salesmen, service managers and coordinators, write up the work sheets and move the cars as required to the proper departments. They always keep the pathway to the lube and alignment departments open.

As far as possible, they park waiting cars in front of stalls where "long-term" jobs are being done, jobs running from several hours to a day and a half. Also, the two end stalls on the right are open at the rear, so that cars can be run through and thus set up a circular traffic pattern to relieve congestion and serve the rear shops.

In the future, if business continues to grow at the same rapid rate, the rear walls may be taken out of some of the other front stalls to permit an acceleration of the circular movement to speed traffic out and bring in new jobs faster. Back walls can be taken out of departments which require

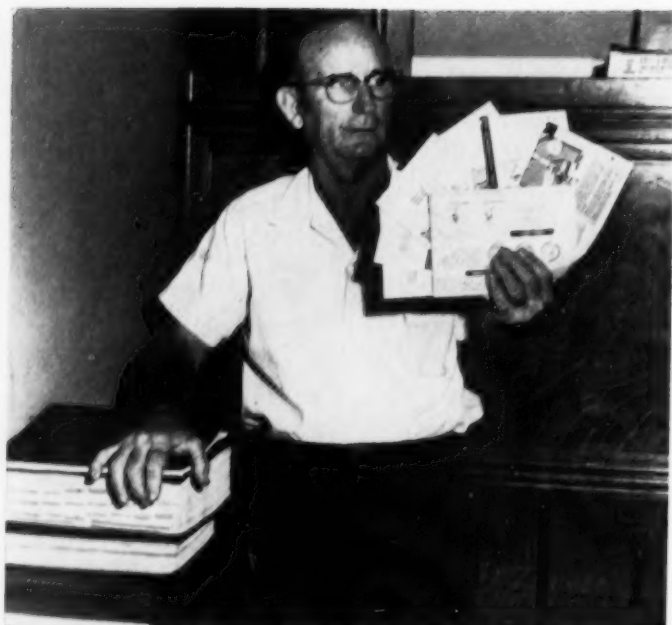
only light and portable or rolling tools, rather than heavy permanent equipment at the rear of the stalls.

Tools are constantly being relocated for improved efficiency; the

drum lathe, formerly in a corner when they had only one brake stall, is now in the center of the area between the two open stalls
(Continued on page 140)



Top: Close-up of three stalls. Center: Thousands of passersby daily see this sign along a main traffic artery in Miami. Bottom: Customer waiting area affords a nice spot to sell preventive maintenance.



In his left hand the author holds sheaf of free, not-very-helpful literature. Right hand rests on the dependable shop guides.

Hungry for

A successful garageman says the right material can help him. But there is a lot of waste which he points up. He offers his ideas on good aids.

By O. J. MORRIS
Owner, Morris Garage
Dallas, Texas

WE HERE in our small business find ourselves always hungry for anything available from any factory, anywhere, that will improve our standard of service to customers and help us sell more service.

Anything that will help us raise our standards will also help us sell more service, so it all falls into one category, it seems to me, commonly referred to as factory sales helps.

Perhaps it would be more accurate if I say we are starving for such sales helps—something really meaty and really helpful. That goes for the car factories and the independent manufacturers alike

Editor's note: O. J. Morris and the Morris Garage were subjects of a feature in the June issue because he tripled his volume in six years. He appears again because investigation seems to indicate he is one of few independents who productively use factory sales help.

Some of it is good, some of it is fair, much is almost useless.

We use everything that is available, free or otherwise, if it is effective. But what I can't understand is why the big factories—car factories and independents—can't make their literature, posters,

bulletins and all that more effective. More especially I might refer to posters we get and mount on the shop walls for education of the public. Most factories simply don't get their message over with the public. The people who design such things don't seem to get the public point of view. So, although a number of such posters may be all right for mechanics in the shop, they are not what I would call real sales helps, for they leave the public cold.

For that reason it is my opinion that of the many thousands of dollars being spent annually on all such material, a good portion of the

Poster in upper center below rates good with Morris.

Morris Garage library is not fancy, but full of facts.



SOME EFFECTIVE SALES HELPS

money is absolutely wasted.

In one respect we are not really starving for such helps, and I refer now to up-to-date information on mechanical changes in current or previous-year cars. We are not starving because we buy that information in the form of a service that is available nationally, at \$35 a year plus \$10 for upkeep. It gives us authentic factory data on all cars and I doubt if one independent garage in 100 has this service.

It is a reliable guide to all the car factory change problems that can confront an independent. But we wouldn't have that information if we didn't buy it. And we didn't buy it until we gave up on getting what we need through factory channels.

Every month we get at least 20 little magazines or booklets from new-car dealers, factories and automotive wholesalers. Not much of it is very helpful. What we get from car factories, through dealers, appears to me to be factory-produced with the dealer's imprint. It deals largely with parts and it would be all right for a trainee, I suppose. But it simply does not cover what the shop man needs.

As for the car factories, I am not sympathetic with the belief that this policy results from an

idea to squeeze out the independent. It is my opinion that the car factories are not too much interested in service on a car after it is two or three years old. It is common knowledge that new-car dealers lose a considerable percentage of service on cars that reach that age.

However, there is another conclusion, strictly my own, that seems to figure prominently in this situation. This conclusion is that men in top positions in car factories have lost their touch with the field of practice. Now, I realize that the men in such positions all came up from a level of solid experience. Nevertheless, they have been separated from that level for some years, therefore don't know or don't realize what shops like mine need. They are dealing now in theory, more than practice.

So I don't believe that the dearth of helpful information from car factories is the result of a squeeze-out directed at independents. In my opinion, the factories are too smart to do that, and smart enough to agree with this premise:

If an independent can service a car, regardless of age, in such a manner that the owner is happy with that car, then the owner will

be more likely to buy that same make of car again.

Of course, I could be wrong in all of my conclusions except this one:

The car factories don't release much helpful information to independents. I know, because I'm hungry enough for that information to buy it.

I buy sales helps from independent factories, too, but these helps are considerably different in character from the more or less cold, technical data that is essential to every shop. Most such sales helps are designed to get the independent closer to his customers. And when an independent factory's help is good, its value is infinitely in excess of its cost.

For example, in Texas we have a safety inspection law, requiring annual inspection signified by a windshield sticker. In this connection one independent factory makes available what we consider to be a highly effective sales help, in the form of a printed card.

The card is supplied in duplicate. Both original and duplicate contain all the information about the car inspected, date of inspection, what was done to bring it to state-required safety standards.

(Continued on page 126)

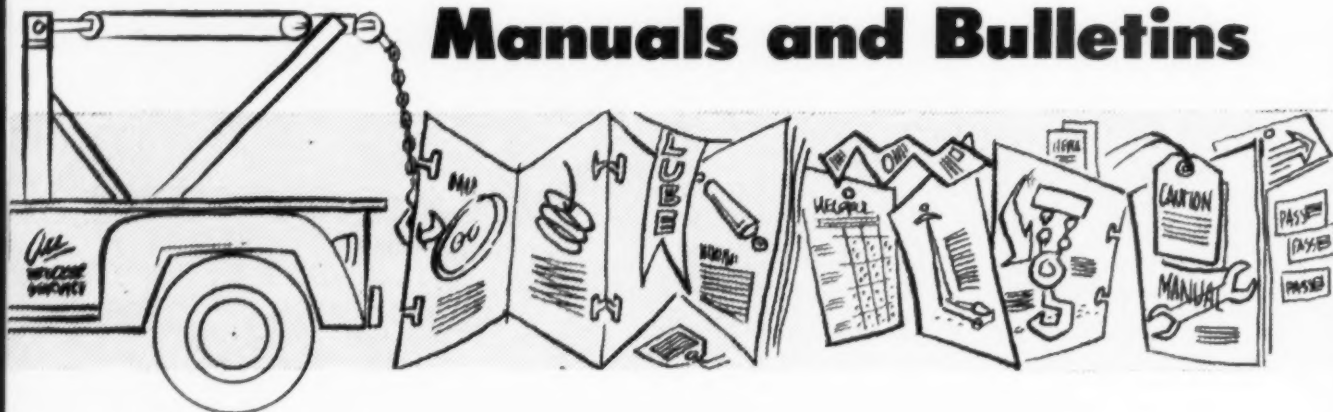
Shop Foreman U. B. Smith indicates another poster rated good by Morris. Many customers read it and later indicate some surprise by its factual statements.



Here Morris demonstrates how he shows a customer wear on an A-frame by pointing out same part on the poster. His fast rise in volume was not an accident.



Manuals and Bulletins



800—Front-End Chart

—carries illustrations of front suspension systems of popular cars and information on chassis, front suspension and shock absorber lines. — *Thompson Products, Inc.*, 23555 Euclid Ave., Cleveland 17, Ohio.

801—Switch Catalog

—illustrates and describes its line of switches for back-up lights, dash lights, dimmers, doors, ignitions, overdrives, radio speakers, windshield wipers, solenoids and many others in 48 pages plus supplements. — *Cole-Hersee Co.*, 20 Old Colony Ave., Boston 27, Mass.

802—Muffler Catalog

—lists exhaust system parts applications of cars, light trucks and tractors, describes its line of clamps, hangers, dual exhaust conversions and Hollywood mufflers. — *Maremont Automotive Products, Inc.*, S. Ashland Ave. at 16th St., Chicago 8, Ill.

803—Truck Safety

—explains techniques in 16 pages. Also offered is a catalog page and envelope stuffer on an automatic exhaust cover. — *Anthes Force Oiler Co.*, 20th St. and Ave. M, Fort Madison, Iowa.

804—Hose and Couplings

—describes pressure hose and reusable couplings, including single and double braid, rubber-covered hose and single wire braid and cotton-covered hose. — *The Imperial Brass Manufacturing Co.*, 1200 W. Harrison St., Chicago 7, Ill.

Millions for You!

Manufacturers in the service field spend millions of dollars on material such as this—generally free, too—in order to keep automotive folks informed on how best to do an efficient job.

If some of these subjects are of interest, turn to page 98, fill in the coupon and we'll do the rest in order to get this material to you.

805—Car Washer Bulletin

—explains high-pressure unit operating at 300 lbs. pressure with adjustable pistol grip nozzle. — *Curtis Manufacturing Co.*, 1905 Kienlen Ave., St. Louis 20, Mo.

806—Plug Chart

—shows cut-away view of spark plug, including aluminum oxide insulator, hot crimp seal, positive conductor center electrode seal and nickel alloy electrodes. — *Blue Crown Spark Plug Corp.*, P. O. Box 96, Defiance, Ohio.



807—Brake Lining Chart

—furnishes specification data on brake linings and lined brake shoes for popular cars and light trucks in the form of a four-page chart. — *Raybestos Division, Raybestos-Manhattan, Inc.*, P. O. Box 1021, Bridgeport 2, Conn.

808—Foam Unit Folder

—describes operation and step-by-step instructions for using its foam unit for washing buses or trucks in 12 minutes. — *Oakite Products, Inc.*, 19 Rector St., New York 6, N. Y.

809—Leak Repair Chart

—tells how to repair dust and water leaks and indicates where specific sealers and adhesives should be applied. — *Minnesota Mining & Manufacturing Co.*, 900 Fauquier Ave., St. Paul 6, Minn.

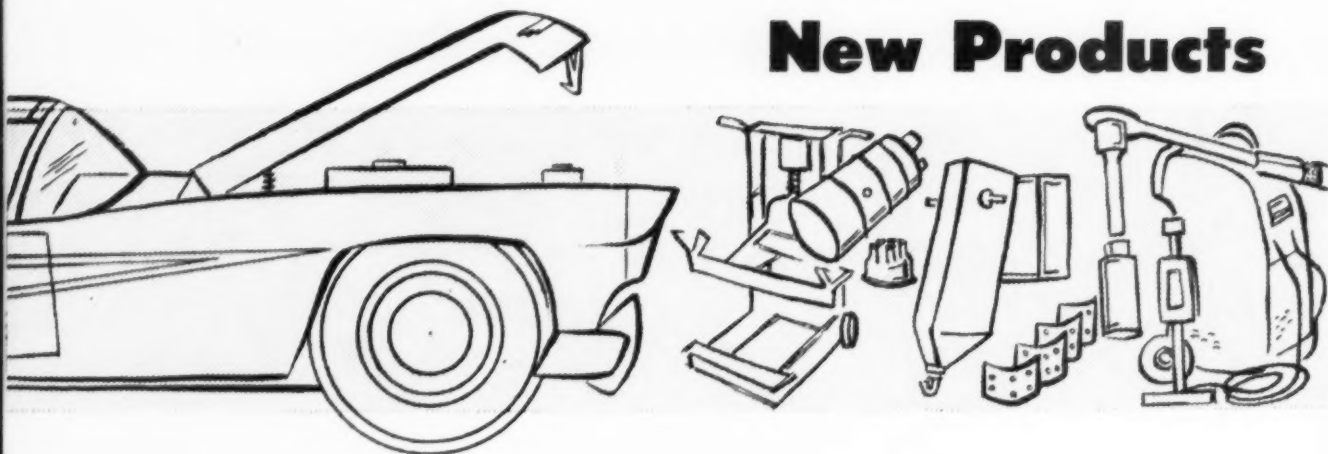
810—Carburetor Booklet

—a 46-page illustrated handbook describing in non-technical language the basic theory of the carburetor — its parts, common troubles and how to correct them. — *Pennsylvania Refining Co.*, 2695 Lisbon Rd., Cleveland 4, Ohio.

811—Oil Consumption

—is a factual resume of conditions responsible for excessive oil consumption and can be used as a checklist for diagnosing engine problems and as an additional manual for student mechanics. — *American Hammered, Automotive Replacement Div., Sealed Power Corp.*, 500 Sanford St., Muskegon, Mich.

39



New Products

700—Vacuum Cleaner

A vacuum cleaner, designed for use where heavy equipment is not justified, has been announced by Kent Co., 901 Canal St., Rome, N. Y.

A seven-gal. capacity for wet pickup, a water shut-off to prevent motor



flooding and a double-acting floor squeegee are included. It weighs 21 lbs., is 24½" high and 18" wide. It runs on 3" ball-bearing casters. Power is supplied by an AC-DC motor with sirocco-type fans.

Want more info? Use coupon on page 98 and you will get it!

701—Hydraulic Jack

A two-ton hydraulic service jack, featuring a 20" saddle extension which lifts from 58" to 81", has been announced by Milwaukee Hydraulic Products Corp., 800 S. 108th St., Milwaukee 14, Wis.

A wheel dolly attachment, enabling one man to handle large single or dual wheels, can be used on tire and tube repair jobs, bearing repacks, grease seal replacement and brake relines. The jack may be used for lifting wheel, tire and drum assemblies up to the lathe for drum re-grind jobs.

Want more info? Use coupon on page 98 and you will get it!

Info Galore

Manufacturers stand ready to supply you more information on these products. It's not possible to give all the important facts about them, but if you want the additional data, just fill in the card on page 98 and we'll see that the request goes right on to the man who can handle it. The card's postage-free, too.

702—Tubing Dispenser

A copper tubing dispenser, featuring "layer wound" coils on steel spools, tubing straighteners, tubing marked every foot and 100' coils, has been announced by Dorman Products, Inc., 1004 Sycamore Ave., Cincinnati 2, Ohio.



The dispenser contains 100' spools of 3/16", ¼", 5/16" and ¾" tubing and one 50' spool of ½".

Want more info? Use coupon on page 98 and you will get it!

703—Outboard Rings

An assortment of popular piston ring sizes for outboard engines, with each ring in an individual container with identification, size and installation instructions, has been announced by Wilkening Manufacturing Co., 2000 S. 71st St., Philadelphia 42, Pa.

A complete dealer stock of 116 rings comes in a dispensing unit.

Want more info? Use coupon on page 98 and you will get it!

704—Hydraulic Cartridge

A self-contained hydraulic cartridge, designed to rebuild old and defective master brake cylinders without removing the casting from the car, has been announced by Hydrau-Lyner, 1002 S. 5th Ave., Maywood, Ill.

The cartridge is available for 1941-54 Chrysler products with 1½" bores



and General Motors cars with 1" bores. It can be installed in less than 20 minutes, the announcement said.

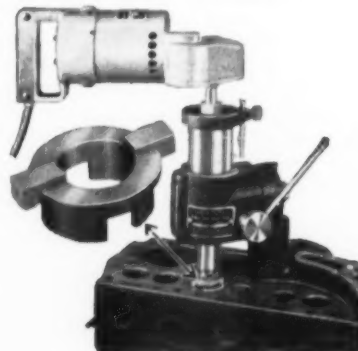
Want more info? Use coupon on page 98 and you will get it!

705—Valve Seat Machine

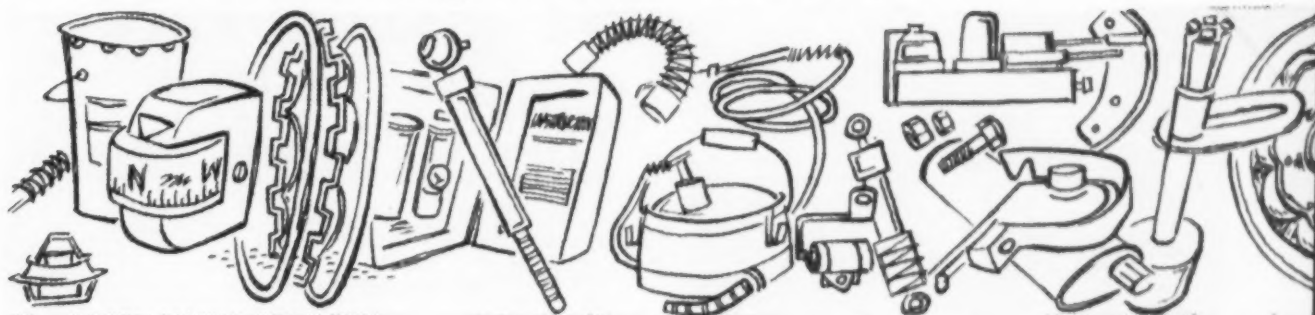
A heavy-duty valve seat inserting machine, featuring high-speed double-end cutters which can be re-sharpened or re-sized, has been announced by Hub City Iron Co., 217 First Ave., S. W., Aberdeen, S. D.

The ball bearing spindle requires no lubricants or adjustments, the manufacturer said, and the portable drive unit has 110-volt, 60-cycle current. Speed is 52 rpm. Even inexperienced mechanics can operate it, the announcement said.

Want more info? Use coupon on page 98 and you will get it!



to Build Up New Sales



706—Sidewall Cleaner

A liquid spray-type cleaner for white sidewall tires, reported to be harmless to rubber and usable on black or colored tires, rubber car rugs or mats, chrome wheel discs, hub caps and bumpers, has been introduced by Shur-Gloss Manufacturing Co., 3506 N. Knox Ave., Chicago 41, Ill.

The solution is marketed in dehydrated concentrate form and pack-



aged in partially full cans to which the user adds water.

Want more info? Use coupon on page 98 and you will get it!

707—Wire Terminals

Primary and spark plug wire terminals, packaged in transparent plastic boxes for quick selection, have been placed on the market by Belden Manufacturing Co., 4647 W. Van Buren, Chicago 44, Ill.

The boxes will withstand rough handling, the announcement said, and are useful for storing other parts when empty.

Want more info? Use coupon on page 98 and you will get it!

708—Oil Display

An outdoor display stand for Marvel Mystery Oil and Marvel Hi-Rev, for hydraulic valve treatment, has been announced by Emrol Manufacturing Co., 242 W. 69th St., New York 23, N. Y.

Want more info? Use coupon on page 98 and you will get it!

709—Leak Preventor

A protective pellet for correcting and preventing water leaks, which circulates through the cooling system to eliminate seepage in engine blocks and radiators, has been developed by Great Products, Inc., Fenton, Mich.

The pellet, called NS (no seepage), is said to resist rust and scale, lubri-



cate water pumps, repair leaky head gaskets and work with anti-freeze.

Want more info? Use coupon on page 98 and you will get it!

710—Paint Display

A 30-can counter top display rack of its touch-up paint spray finishes for 1956 Buicks, Chevrolets, Fords, Oldsmobiles and Plymouths has been announced by Tempo Products Co., 2075 E. 65th St., Cleveland 3, Ohio. The rack holds 24 colors plus blacks, whites, undercoats, levelers and ignition protectors.

Want more info? Use coupon on page 98 and you will get it!



711—Rust Inhibitor

A one-coat rust inhibitor paint, said to work without special surface preparation, has been introduced by the Permite Paint Division, Aluminum Industries, Inc., 2438 Beekman St., Cincinnati 25, Ohio.

A single coat of "Rust-Blok" will yield four to seven years of protection on repaint work, making spot priming unnecessary, the manufacturer said. The rust inhibitor combines with by-products of the corrosion so that oxygen or moisture that penetrates the coating becomes a carrier killing the rust instead of furthering its action.

Want more info? Use coupon on page 98 and you will get it!

712—Oil Ring

A circumferentially expandable three-piece chrome oil ring has been announced by Perfect Circle Corp., 552 S. Washington, Hagerstown, Indiana.

It is available in sizes 3" to 4½" and 3/16" and 5/32" widths. In the



over 4" diameters, side pressure and face seal are comparable with that of smaller diameter rings, according to the manufacturer.

Want more info? Use coupon on page 98 and you will get it!
(More New Products on page 99)



We Dealers Face Three Liabilities

By HAYSE TUCKER

Tucker Motor Co. (Ford), Tuscaloosa, Ala.

AS GOOD businessmen we should complete the balance sheet by entering our liabilities which we list as:

(A) Malpractice in consumer credit.

(B) Dealer management in permitting an almost complete breakdown in the list-price structure, bootlegging, blitz selling and unethical advertising.

(C) Overproduction by the factories and a lack of recognition that healthy selling is an integral part of the complete production cycle as vital as research, styling, engineering and production itself.

But let us make it crystal-clear that this most certainly does not apply to all factories in all lines or to all dealers in their management and in no part is this charge against the vital and basic use of healthy consumer credit. We let the chips fall where they may and those on whom the gray flannel suit fits can wear it.

First, we regard consumer credit and installment selling as vital to us in selling automobiles as it is vital to the millions in the purchase of owner-occupied homes, in making time arrangements for payments of college tuition, or for the installment purchase of U. S. government bonds. To us, consumer credit is as vital as the metal, glass, the paint in the car and certainly as vital as the transportation and selling costs involved in the final price.

Without consumer credit there would be no volume production and the output of the factories would be so curtailed and the standard of living so lowered, that we would have a different country — with different standards.

It is not that this phase of our business as a whole is wrong —

Excerpts from an address prepared for delivery before the annual convention of the Automobile Dealers Association of Alabama at Birmingham Nov. 14. This veteran dealer has spoken at half a dozen state dealer conventions this fall, including Tennessee's, Georgia's and Florida's. His thinking was considered so sound and timely that he was given a major spot on the annual convention program of the National Automobile Dealers Association last winter.

it is all to the good — but it is true that the unhealthy fringes must be trimmed. If these unhealthy fringes are not trimmed, we say they have a potential malignancy which can grow and kill the very body of our economic being. . . .

From Federal Reserve reports we list the volume of consumer credit on automobiles:

At the end of 1945 — 500 million dollars.

At the end of 1951 — a twelve-fold increase in six years.

At the end of July of this year — more than doubled in less than four years to 13 billion dollars.

To most of us, huge sums, such as this, mean nothing unless interpreted. We acknowledge the co-operation of a 32-year-old finance company in learning what the average outstanding debt is on a new car today as well as the average outstanding on a used car. On this basis 13 billion dollars means that there is a pretty full mortgage debt existing as of today on 5,000,000 new cars and 8,700,000 used cars.

And now we come to some conclusions in our thinking and that is with an even slight dip in our

economy what would happen to these 13,000,000 mortgaged cars — today's huge stock of 688,000 unsold 1955 models and future volume production.

You may be one who thinks there is a new era, or think as Sinclair Lewis thought when he wrote: "It Can't Happen Here," but let's look at the record: We quote Mr. Henry Ford II in his Newspaper Publishers Association talk in April of this year:

"In 1929 when employment fell 6.1%, sale of cars fell almost 37%. In 1937 a drop of 6% led to a decline of 50% of sales in new cars and trucks."

Some of us can remember when the day-to-day job of thousands of dealers was not a fight for profit but a fight to keep solvent by their daily repossessions which were happening a lot faster than new sales. And some of us old men can remember the days when able men with money were not interested in new dealerships — much like today — and factories actually established their own retail outlets — which incidentally they found didn't work so well.

Not as an alarmist, but as a businessman who has read some of the record, we make our next point. This is not a prediction of a recession nor most certainly not of a depression but a consideration of the possibility of a readjustment in the precipitous climb in volume — and this volume is not confined to automobiles. We are so bold to say that a re-adjustment to settle things down to more substantial fundamentals might be a very healthy thing for the long range in getting some of us off of the economic drunk we have been on for some time and thus prevent later
(Continued on page 134)

Just Look --

What's Ahead in the South

By WILLIAM J. ROOKE

Chairman of the Board, W. R. C. Smith Publishing Co.
Atlanta, Ga.



THE industrial and commercial growth of the South has been phenomenal, and has aroused the interest of businessmen in all sections of the country.

Hardly a month passes without one or more articles appearing in various national publications or metropolitan newspapers on the unprecedented expansion of industrial capacities that is being experienced throughout the Southern territory as a whole or in various sections of the South.

With the progress in diversified farming and the introduction of crops other than cotton, such as wheat, corn and livestock, the annual farm income in the South now amounts to over \$10 billion — more than three times the cash farm income of the last prewar year.

The South produces more than half of the country's total annual income from mines, quarries, wells, etc. Of major importance in this record is the region's predominant share of petroleum, natural gas, coal, aluminum, magnesium and other metals. The mineral income amounts annually to approximately \$7 billion.

With the higher levels of income and the increasing prevalence of paid vacations the entertainment of tourists and vacationers is becoming a major business. The South is fortunate in that it has a wide assortment of attractions. There are the Blue Ridge and Appalachian Mountains, with the highest peaks east of the Rockies, the beaches of the Gulf Coast and Florida, the lakes for fishing and other sports scattered through most of the Southern states and many

Excerpts from an address prepared for delivery before the annual convention of the Automobile Dealers' Association of Alabama at Birmingham Nov. 14. The speaker is a former business manager of this publication and in his present capacity heads up the South's largest publishers of business publications.

historical spots interesting to visit. Millions of tourists are annually attracted to the South and the number is increasing each year. With all its assets, the South can develop a tourist business which will rival cotton as a source of income.

While these various activities and the more advantageous use of our resources are contributing substantially to the economic welfare of the South, it is to the development of industry that we must mostly look to realize higher income for the area as a whole and for the average individual. Manufacturing industry to a great extent constitutes the heart of the economy and determines the level of income for the economy as a whole.

We all know that when a new manufacturing plant goes up the new payroll dollars roll into the cash registers of the local merchants and into the coffers of the local banks and the whole community shares in the expansion. The United States Chamber of Commerce, through its Economic Research Department, endeavored to determine with reasonable accuracy the exact results of a new

industrial payroll on the banks and stores and other services of a community.

They selected for study nine counties in the country where manufacturing employment had at least doubled in the ten years from 1940 to 1950, where the major employment change during those years was primarily in manufacturing employment, where manufacturing employment made up at least 20% of total employment and where the numerical increase in manufacturing employment was at least 1,000 employees.

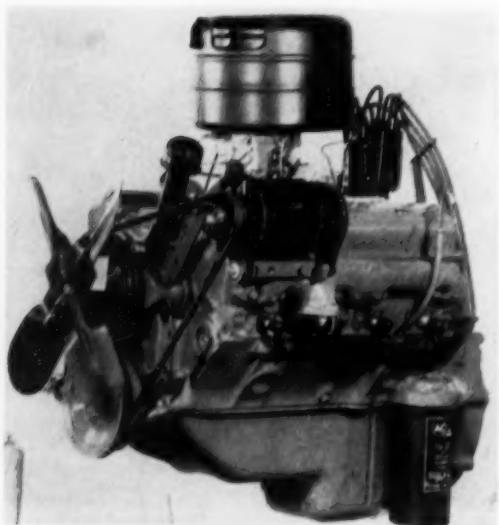
It is significant that of the nine counties selected, meeting these requirements, eight were in the Southeastern states and one was Colbert County of your own state of Alabama.

Allowance was made for difference in price level from 1940 to 1950 and in measuring increases 1940 dollar figures were raised to make them comparable to 1950 dollars. Registration figures for passenger cars, trucks and buses were adjusted to reflect changes in the pattern of use of these products between 1940 and 1950. . . .

What happened in these nine counties may be expected to happen in other communities having similar industrial expansion.

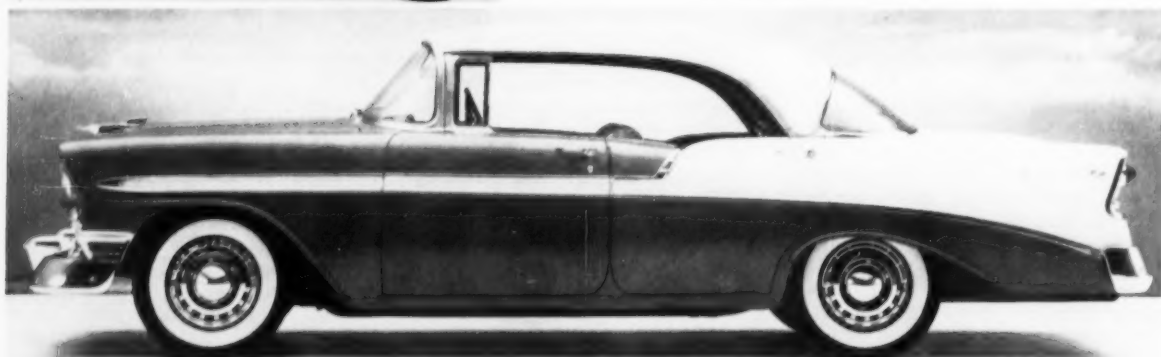
For every 100 new factory workers there were 174 more workers of all kinds employed in the community, that is, 74 in addition to the 100 new factory workers; there were 296 more people, including wives and children, added to the community; 112 more households; 51 more school children; \$590,000 more personal income per year;

(Continued on page 144)



Chevrolet Engine Moves to 205hp

Optional on V-8 engines is a "full-flow" oil filter to assure clean lubricant to cylinder walls, bearings and other moving engine parts. Note that it's mounted at left rear side of the block where it may be readily serviced from underneath. Below: This four-door hardtop sport sedan is new for the Chevrolet.



INCREASES in power in the six-cylinder and V-8 powerplants were announced this month by Chevrolet.

The sixes rate at 140hp. The Super Turbo-Fire V-8, which, in a September performance test, set a new all-time record at Pikes Peak, develops 205hp.

Among safety features in the line are the availability of seat belts and shoulder harness; improved, precision-aimed headlights and crash-tested door locks to minimize the possibility of doors being sprung open by shock or collision.

The safety lock was introduced on Chevrolet models last summer. The design includes a flange on the door portion of the car which overlaps another flange on the striker mounted on the body pillar. The overlap, or interlock, is designed to prevent disengagement of the two parts in event of a collision.

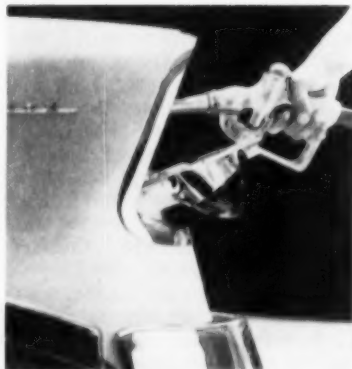
The following bodies will be available:

One-Fifty Series — Two- and

four-door sedans, utility sedan and two-door, six-passenger station wagon.

Two-Ten Series—Two- and four-door sedans, Delray coupe, sport coupe and sedan, two- and four-door six-passenger station wagons and four-door, nine-passenger station wagon.

Gasoline filler is concealed by the rear left tail lamp, which is hinged and swings downward.



Bel Air Series—Two- and four-door sedans, sport coupe and sport sedan, convertible, Nomad station wagon and four-door, nine-passenger station wagon.

These 19 models compare with 14 available at the start of 1955 production.

In place of the two sixes of different horsepower that were present in the 1955 line, six-cylinder output will be concentrated on one 140hp engine with an 8-to-1 compression ratio. This engine may be coupled with either the Powerglide automatic transmission or the manual shift.

Of valve-in-head design, the new six is equipped with a high lift camshaft, hydraulic valve lifters and extra alloy exhaust valves which are alldipped to minimize the build-up of deposits. The new engine provides even better performance than its predecessors, particularly for highway passing.

In addition to sixes, the 1956 Chevrolets may be powered by a variety of V-8s, a type of engine
(Continued on page 90)

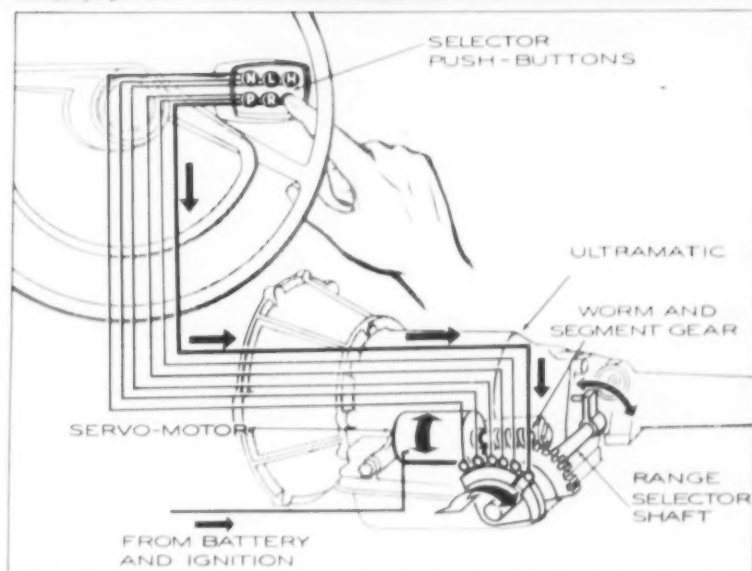
Packard Hits 10:1 Compression

NEW 1956 luxury Packard models are powered by the industry's largest displacement and most powerful V-8 engines, with the power most prominent in normal driving ranges where it is an important contribution to safer motoring.

A new 310-horsepower V-8, with a torque rating of 405 foot pounds at 2,800 rpm, is in Packard Caribbean models. A 290-horsepower V-8, with a torque rating of 405 foot pounds at 2,800 rpm, is in Packard Patrician and Four-Hundred models. Both V-8 engines are of 374 cubic-inch displacement, biggest in the industry.

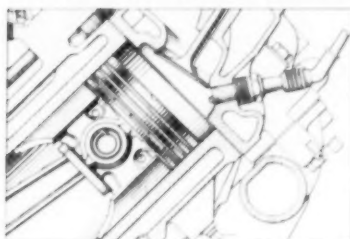
Both engines operate at 10-to-1 compression ratio, the highest ever offered for an American production car. They do not require use of premium grade fuels. The high-compression ratio is a basic factor for a 20% increase in fuel economy and to the ability of the engines to generate high performance through delivery of usable power.

Packard engineers emphasized that torque was the only sensible factor for evaluating engine performance. It is torque—not horsepower—which sends driving force to the rear wheels for fast, alert get-aways from standing starts and for safe passing on highways. There is no substitute for high torque in those normal driving ranges where power is an im-



Top: The Packard Patrician is powered by a 290hp V-8, with reportedly the highest torque ever engineered in an American engine for top performance in normal speed ranges. Above: Arrows indicate course of the signals in the Packard's new electrical push-button driving system.

Packard V-8 engines feature a new combustion chamber design and use a new type spark plug called a "long reach" spark plug. The result is that the Packard V-8 engine gets plug electrodes out into the gas stream where they get cooled every time a cylinder takes a new breath. The "long reach" spark plug electrodes reach farther into the heart of the combustion chamber, shortening the flame path to every corner of the chamber so that they squeeze more useful energy from every drop of gasoline.



portant contribution to safety.

Packard V-8 engines are of large displacement because there is no substitute for adequate engine displacement in obtaining high torque.

The high torque characteristics of Packard V-8 engines also permit use of a 2.87 rear axle ratio with Ultramatic transmission, as compared with a 2.96 ratio for overdrive transmission. The lower the rear axle ratio, the slower the engine must turn revolutions to maintain a car at the same speed. Thus, the new Packard now offers automatic transmission economy equal to that of overdrive transmission.

Packard for 1956 introduces a non-slip differential.

Engineers call the new safety and convenience device a "locking" or power-dividing differential. What it does is overcome the well known drawbacks of conventional differentials by sensing the most effective proportion of driving force for transmission to the rear wheels of a car, depending on the requirements of specific driving situations.

The non-slip differential transmits extra power to the rear wheels in the proportion necessary to solve an adverse driving situation and to the rear wheel where

(Continued on page 82)



This Statesman Super four-door sedan has a new Typhoon overhead-valve six-cylinder engine which develops 130hp. The dealers' showing is Nov. 17.



This Ambassador Custom four-door sedan has a new Jetfire V-8 engine which develops 220hp. The 1956 treatment begins at front with new parking-running lights.

Nash Provides Power Variety

NASH will offer four horsepower ratings on its 1956 models — 220, 145, 135 and 130 — giving car buyers an engine choice to fit every desire.

The styling treatment begins at the front, where parking-running lights set off the front fenders. Safety-Vu headlights, pioneered by Nash, again are mounted in the grille to provide maximum illumination and safety.

From the side of the Ambassador's front fender a color spear outlined in chrome trim sweeps back to the rear fender, widening to a modified "V" and then sweeping up and over the rear deck. The "speed-line," which gives a feeling of movement, allows three-tone paint combinations to be used on the new cars. On the Statesman,

a single chrome-trim line is used.

The rear fender area has been restyled and raised $2\frac{3}{4}$ " and a new, massive tail-light assembly has been incorporated. Back-up lights, standard on Custom models, are housed in the new tail-light assembly, as are directional signals, which are standard on all models.

The Ambassador Jetfire V-8 engine with Twin Ultramatic transmission develops 220hp, compared with 208 last year. The V-8 also has a higher torque rating, a boosted compression ratio and more piston displacement.

A new Statesman Typhoon overhead-valve engine, developing 130hp, replaces the 1955 L-head engine which had 100hp with a single carburetor and 110 with dual carburetors. This engine

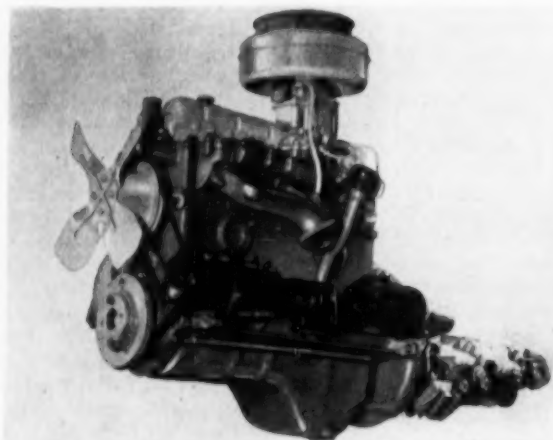
has been under development for eight years.

The Ambassador Super Jetfire 6 now has 135hp and the optional LeMans Dual Jetfire 6 is increased to 145hp.

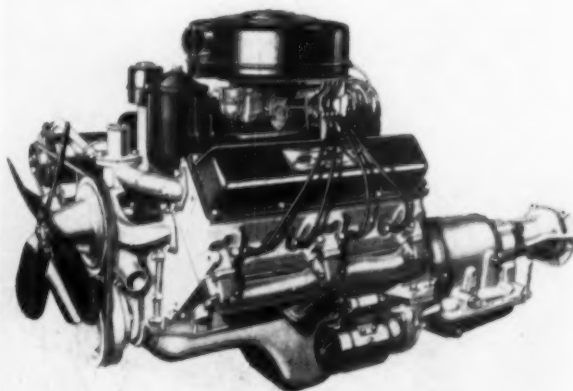
"With the new and more powerful engines, coupled without extensive styling changes, the 1956 Nash cars will continue to be the best car buy on a dollar-for-dollar basis," said Sales Vice-President Roy Abernethy.

Five models will be offered in the 1956 Nash line. They include the Ambassador V-8 Custom Country Club hardtop, Ambassador V-8 Custom four-door sedan, Ambassador V-8 Super four-door sedan, Ambassador 6 Super four-door sedan and Statesman Super four-
(Continued on page 73)

The highest ratio of horsepower to cubic-inch displacement of any six-cylinder engine is claimed for this Statesman Typhoon. It has a torque rating of 175 ft. lbs. at 1,800 rpm and 7.44 to 1 compression.



The Ambassador Jetfire V-8 develops 220hp at 4,600 rpm. It has a compression ratio of 9.55 to 1 and a displacement of 352 cubic inches, with a 4" bore and $3\frac{1}{2}$ " stroke. OHV, it is 100% counterbalanced.



Buick Offers Four-Door Hardtops in All Series

BUICKS for 1956 feature a four-door hardtop in every series and more powerful V-8 engines.

Horsepower has been increased to 255 in the Roadmaster, Super and Century series and to 220 in the Special. For the first time in 1956 the Special is equipped with the 322 cubic inch engine—the same powerplant used in the other three series.

"We have made 88 major improvements in styling and engineering to give our customers the best possible value for their dollar," said Ivan L. Wiles, general manager of Buick and vice-president of General Motors. "The entire chassis has been reengineered to improve ride and handling. The addition of the 322 cubic inch engine to the Special gives that series one of the biggest and most powerful engines of any car in its class."

The new variable pitch Dynaflo transmission has been improved for 1956 through the addition of a second stator which increases torque multiplication and boosts performance importantly in the 0 to 30 mile range. Dynaflo has been made standard equipment on the Super and Century and optional on the Special. Previously it was standard on the Roadmaster only.

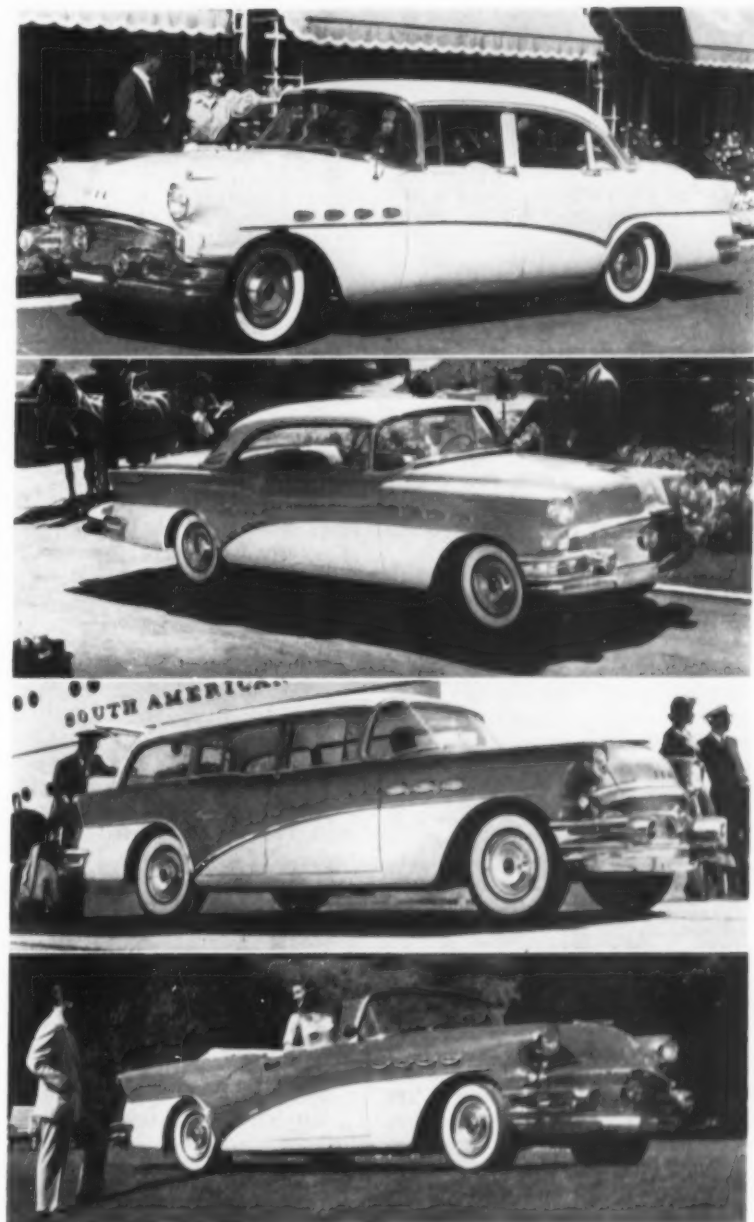
Dual exhausts are standard on the Roadmaster and optional on other three series.

Style highlights include an all-new front-end with a new V-shaped grille and a refinement of the rear-end design.

Safety features include seat belts, available as dealer-installed equipment on all models; door locks with an interlocking feature that prevents them from flying open in event of a collision; a foam rubber pad across the top of the instrument panel, and more effective brakes for faster stops.

Full rear wheel cutouts, which lend a sports car look to the Buick line, are featured on all models in 1956. Previously only the two-door models had the rear wheels fully exposed.

The V-shaped grille has a wide screen which is chrome-plated and buffed to a high luster and is centered with a large medallion carrying the nameplate, year and series. Two trim wings extend across the grille from either side



Top: The Roadmaster has a 255hp Fireball V-8 engine. The full rear-wheel cutouts are a hallmark on the 1956 Buicks. In upper center is the four-door Super hardtop. The four-door hardtop is featured in the Super and Roadmaster series for the first time this year. Lower center: The estate wagon is available in both the 255hp Century and the 220hp Special. Bottom: Buick's new Century convertible for 1956.

of the center medallion.

The new hood ornament is a replica of a sweptwing jet bomber. The flat surface of the hood ornament gives the appearance of a forward sloping hood, making it look longer, with a cleaner design.

Headlamps also have been redesigned to give the front fender a longer look. A full flange, extending all the way around the lamp, was designed specifically to take full advantage of the new
(Continued on page 73)

PRESS CONFERENCE

The Ford Outlook: Today and Tomorrow

Editor's note: The questions, in italics, came from many different editors from over the U.S. The answers came from President Henry Ford, Board Chairman Ernest R. Breech or one of the two dozen vice-presidents assigned to respond.

You have always said that your plant capacity was not great enough to ensure your overtaking and maintaining a position ahead of your competitors. What do you have to say, now, about your capacity to push Ford?

At no time during 1955, generally, have we been able to supply the demand for Ford cars, and that has been true despite the fact that we have been working 53 hours a week in all 16 Ford assembly plants since the start of the production of the 1955 model last November.

In preparation for 1956, in the hope that we can better supply the demand for Ford cars, we have increased our capacity this year by 250,000 units. This year, we are planning to put the Mahwah, N. J., plant on two shifts, starting January 1. The plant was dedicated last week.

In addition, we have expanded our station wagon capacity by seventy per cent. We hope with that additional capacity increase, we will be able to better supply the market in the future.

What is your estimate of production for 1956?

Our outlook for 1956 is exceedingly optimistic and very bright. I should tell you that by the end of this year we will end up with a record year of probably 7,600,000 retail deliveries and with production at about 8,000,000.

We think that next year will be substantially as big as this year, at near-record levels or at record levels, and let me back that up by a number of things. If you don't mind, I have got more reasons than

I can keep in my head.

One is the fact that our recent production schedules for a number of months has been ahead, and we will go into '56, contemplating no change from what I have just mentioned to you, at record levels or near-record levels.

Now, for the 10-day period ending September 30, 1955, when we had the first chance to test the market on our new '56 cars, we have got the feel of what the public thinks of them, and I am delighted to tell you that new-car deliveries for this period were the highest of any comparable period on record and our total deliveries for the month of September were the highest for any month of September in the history of Ford Motor Co. I might further add that our sales for the first nine months of 1955 have greatly exceeded any previous nine-months period in our history.

Now, along with that, there are a lot of other important factors, I believe. One is the fact, that is, the biological revolution that is going on in the United States certainly is going to continue to increase our population by leaps and bounds.

There is another thing, too. The figures from a recent survey indicate that in the past year or two, about 90% of the cars traded-in, for new cars, were about five years old. We entered 1956 with 33,500,000 cars in the hands of the public that were six years old.

So, just think of that as a prospect file. Now, there is something else I think we have got to take into consideration also, and

that is the high level of ownership of automobiles. Right now there are about 61,000,000 motor vehicles in the U. S., and about 51,000,000 of those are passenger cars. Every one of those people are potential buyers for another car, either new or used, and you can see that prospect file can jump by leaps and bounds.

Then, I think there is another thing. The character of the entire American people has changed since 1940 and in this change has brought about more wants and more needs and more desires. Just to illustrate that fact, in 1940 we had 23,000,000 people in this country who had a full, high school education. Today, we have got 44,000,000 people who have a full, high school education and that education has brought about more wants, needs and more desires.

How far away is the "E" car?

We are not prepared to say exactly how far it is away. It is bedded down in our scheme of things to give us greater coverage in the Ford family of fine cars. Although, it is in the engineering and the development stages, our production phases are not yet established, but we won't let it grow any whiskers.

(Editor's note: This is the car expected to be introduced late next year between the Lincoln and Mercury price classes, giving Ford then five lines as has General Motors.)

Mr. Ford, will the failure of Mr. Eisenhower to run next year dampen Ford's optimism?

I don't know anything about the political situation, except what I read in the papers. We are in the business of making and selling automobiles, trucks and tractors, and not in the political field. Therefore, I feel that I cannot answer that question.

Would you give us some idea of how Ford Motor Co. has been able to finance this (postwar) \$2,500,000,000 expansion program? What part of it is accounted for by earnings, depreciation and even possibly, debt?

We haven't any debt. We financed it out of earnings. So far, through '55, we will have spent approximately \$1,650,000,000, and we have got, in the coming years, about another billion to go. We have financed it all out of earnings and depreciation accruals and, also, out of better handling and turnover of our working capital, because we are much more efficient in our handling of the turn-

over of our working capital than we were a few years ago, and we have financed it all out of those sources.

Will you give us an idea of how much your earnings will be in '55.
Mr. Breech?

Ford: A lot of people would like to know the answer to that.

Breech: Very satisfactory.

Ford: Very satisfactory, and last year for Ford, you might say, was the highest profit year the company has ever had.

I want to ask whether the (engine research) studies included atomic energy as a source of heat?

We have made studies of numerous metals, and when I referred to some obscure types of systems, the atomic energy application, of course, is a very pertinent one. Among those systems that have been looked into and continue to be of exploratory interest is the fissionable gas system, in which a fissionable gas is compressed within a cylinder to an enormous pressure, and we are talking in the neighborhood now of 150,000 pounds, in order to bring that gas into a reactive state, and in so doing, its energy is released, and by the releasing of energy, it is brought into a non-critical state and, therefore, you can conceive of a repeating cycle.

But, again, the technology involved provides enormous pressures, and, also, the question of shielding for any type of atomic reactor for a vehicle comes up, and in that case, we have to think of between 20, 25 tons of material to be used as shielding for vehicles.

Then, the question of accidents comes in, so we have a substantial group of people who make system analyses of these various systems by a technical determination. At the present time there is nothing attractive about that system, but that does not indicate that we are not continuously pursuing these potentialities.

How have your dealers been faring, profitwise, in the last few months with the introduction of the '56 models and how far away are separate Lincoln dealers?

I think there has been a lot of misconception about dealer profits, and particularly Ford Motor Co. dealer profits.

I would like to tell you that I think it is almost an Horatio Alger story. Now, you have heard a lot publicized about the return on sales being two point something or 3.1, and you have heard it said



This press conference was announced as "no holds barred" and the several hundred editors proceeded to tackle Henry Ford II (left background) and Ernest R. Breech (right), chairman of the Ford board, with many a question.

very often that that is a very small figure.

Currently our dealers have had a very flossy year, a very good year, and that is in spite of the record sales, they have cleaned up their used cars in good shape. Right at the present time, the used-car stocks at Ford, Mercury-Lincoln dealers is at the lowest ebb in years. You hear about 3.2, or 3.4 return on sales. That is the level that existed prewar, a false, high prewar percentage, because in '38 it was down to about—oh, 2.4. Then, it came to 3 in 1939. Then, it came to 3.3 in 1943.

Now, then, for Ford dealers at the present time it is about 3.4 on sales, and that is the information.

Now, we say, "That is awfully small, three cents out of a dollar."

Let me show you what happens. That 3.4 return on sales means a 35% return on investment, and that is our way of looking at it. How much are you paying on the cash you have risked? Thirty-five per cent return, gentlemen, is something you don't find in very many businesses. I believe all of us would be glad to place our money in businesses that have a return like that.

Here as an example: Here is a dealer who, for eight months of 1955, earned 2.3 on sales, and that was 29.4 on investment. That made the dealer's salary and net profit for the first eight months of 1955, \$302,528.00.

Now, that is just an example, and I have got dozens of them just like that.

I think they have done excep-

tionally well, and they are in a healthy state, and we are going to keep them that way.

We have about 1.2% of our dealers in a loss position, and slightly higher than that in Lincoln-Mercury, which is as it should be, it being a younger organization, and I don't think you can take any group of people in any business and have any lower losses than that, and that is exceedingly low. I think, by the end of the year, that 1.2 is going to turn out to be absolutely nothing.

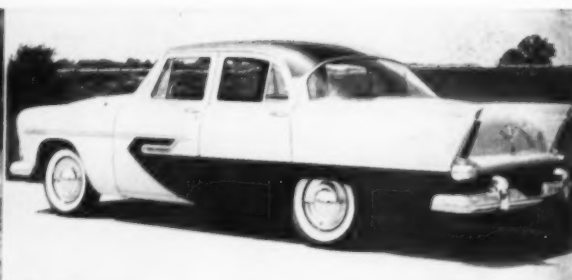
I think that for a period of at least two years, it is contemplated that there will be no alteration in the distribution system for Lincolns. However, that does not imply that after two years there will be alterations. We have, for several months, been studying that and, quite frankly, at the present time, we have not concluded our studies and we do not, at this time, know exactly how that will be handled specifically then. So, we do not know at this time just when, or if, a separate Lincoln dealer setup will be established.

Is your company concerned over the automobile financing situation? Do you feel that automobile credit is over-extended at this time?

I think, there again, there has been a lot of publicity about over-extended credit. It probably isn't justified. I know all of us have heard stories about no-down-payment and 42 months to pay.

I believe, insofar as our dealers are concerned, that financing of

(Continued on page 86)



Top: The Belvedere convertible.
Above: The Belvedere four-door.

Top: The four-door hardtop.
Above: The Savoy club sedan.

Plymouth Power Hits 200hp

PLYMOUTH engines for 1956 are a 200hp Hy-Fire V-8, 187hp Hy-Fire V-8, 180hp Hy-Fire V-8, 131hp PowerFlow Six and 125hp PowerFlow Six.

The 200hp V-8 is equipped with a Power-Pak consisting of dual exhausts, four-barrel carburetor and special manifold. The 131hp six has a Power-Pak consisting of two-barrel carburetor and special manifold.

The 200hp V-8 and both sixes are available on all four lines—Plaza, Savoy, Belvedere and Suburban. The 187hp V-8 is available on Belvedere and Suburban models, and the 180hp V-8 on Savoy and Plaza cars.

The new V-8s, with polysphere combustion chamber design, are by far the most powerful production engines ever put in a Plymouth car. Their "hottest" performance comes when the driver is most apt to need it for safety—when passing another vehicle in the mid-speed range on the highway.

Other innovations include:

Airfoil rear fenders which "emphasize and contribute to the aerodynamic feeling of the new models," according to Plymouth.

A pushbutton drive selector for Plymouth's PowerFlite automatic transmission.

New 90-90 Turbo-Torque PowerFlite on V-8 models. Ninety-degree angles at the inlet and outlet blades of the torque converter impeller give faster breakaway performance.

A new four-door hardtop (sport sedan) with rear window operating mechanism allowing full side vision for all passengers.

A new line of Suburbans. In Plymouth's 1956 line-up, the Suburbans are an entirely separate group of cars and are available in a wide selection of two-door, four-door, two-seat, three-seat, V-8 and six-cylinder models.

New safety door latches to keep doors closed even under severe impact.

New 12-volt electrical system, new pull-type door handles and new deck lid latch.

Highway Hi-Fi, a new car phonograph providing an hour of uninterrupted entertainment, and new Search-Tune radio.

Plymouth dealers will continue to offer safety belts, anchored to the frame and available for both front and rear seats, on all models.

All other Plymouth safety features are standard equipment items. They include an independent hand brake, dual cylinder front wheel hydraulic brakes, safety rim wheels, electric windshield

wipers and new safety beam headlights.

Optional power devices, in addition to pushbutton PowerFlite transmission, include full-time coaxial power steering, improved power brakes, pushbutton power front seat adjustment and pushbutton power window regulators.

The 1956 models are an inch longer than their predecessors. Standard sedans have an inch more headroom in front, and almost an inch more headroom is now in the rear.

The ammeter and oil pressure gauge have been replaced by red flasher lights between the gasoline and water temperature gauges directly in front of the driver. The lights flash their warning for instant driver attention, eliminating the possibility of oversight or improper interpretation.

Plymouth is building three types of Suburbans—the four-door Sport Suburban, two-door and four-door Custom Suburban and two-door De Luxe Suburban. The four-door models are available with a third seat which increases passenger capacity to eight.

There are five models in the Belvedere line—four-door sedan, four-door hardtop, two-door club sedan, two-door hardtop and convertible.

Car-Selling Is Going Places!

A veteran marketer looks into the crystal ball and prophesies brightly—with factual backing.

Excerpts from an address before the annual convention of the Mississippi Automobile Dealers Association at Biloxi last month.

AT THE Studebaker-Packard Corp., we believe a handful of companies will be competing for a market for as many as 10,000,000 new passenger cars by 1960. Everything we do at our company today in the way of new-product development and over-all planning is being evaluated against that kind of a future.

We are confident that future markets hold greater and greater potential for automobile sales. We do not make our forecasts merely on how many vehicles we think can be sold, but rather according to barometers which show how many vehicles will be needed for this nation to sustain its constantly rising standard of living. . . .

There is clear evidence in all indexes that business is now on a long-pull basis. There is growing confidence that, excluding any sudden outbreak of widespread warfare, we can lay our plans to take advantage of the long, upward trend which makes our economy. . . .

Purchasing power is created by production. A production level of more than 500 billion dollars annually by 1965 could yield disposable income to individuals, after taxes, sufficient enough for a 50% increase in living standards, plus allowing consumers to put away as much as 20 billion dollars annually in personal savings.

This kind of future can be ours if the job required to get it is done. We know now that the job involved is one for salesmen. But what kind of job is it and how can it be done?

Basically, this job is one of educating people to the need for a rapid improvement of living standards.

Consumers must be educated to change their habits. Remember that it took several years to get across the advantages of automa-



By DAN O'MADIGAN
Director of Marketing Services
and Distribution
Studebaker-Packard Corp.

ic-transmission automobiles to the degree that cars so equipped are being built today in larger quantities than those with manual-shift devices. Automatic-transmission sales now account for millions of dollars in extra sales volume for dealers and manufacturers. . . .

However, the same kind of selling and educational job still remains to be done with respect to the multitude of power-assists and safety-devices, such as power steering, power brakes, power seats, power windows, etc., that have come out of new product development programs in the post-war period. All of these mechanical features make important contributions to safer and more comfortable motoring and will inevitably one day be standard equipment for all cars. When that day comes, of course, depends upon the speed with which the public is educated to the real features of such equipment.

About this time of year, with model cleanup programs underway, the popular fear is that business has been pretty good but we ought to watch out for the future because:

1.—Automobile production has been too high and future production schedules at the same level will saturate the market.

2.—Automotive credit volume has been excessive and should be restricted.

Both of these fears result from the use of obsolete yardsticks: yardsticks which fail to take into account the changes that have already taken place with respect to educating people to better standards of living and to resulting internal growth pressures that have pervaded this country's booming economy.

Actually, consumer short-term credit volume is low in relation to discretionary spending power. And, for 1956, discretionary spending power is expected to be at least six times the level of 1940.

And, the fear about saturation of the automobile market. Let's take a look at that one.

More than 10,000,000 housewives are immobilized at home each and every working day because there still exists a real need for a second automobile in that many families. The family car is driven to work where it is left parked for hours—unavailable to more than 10,000,000 qualified drivers. In addition, there are another nearly six million families where the only car owned is driven to work, but where the housewife has not yet learned to drive.

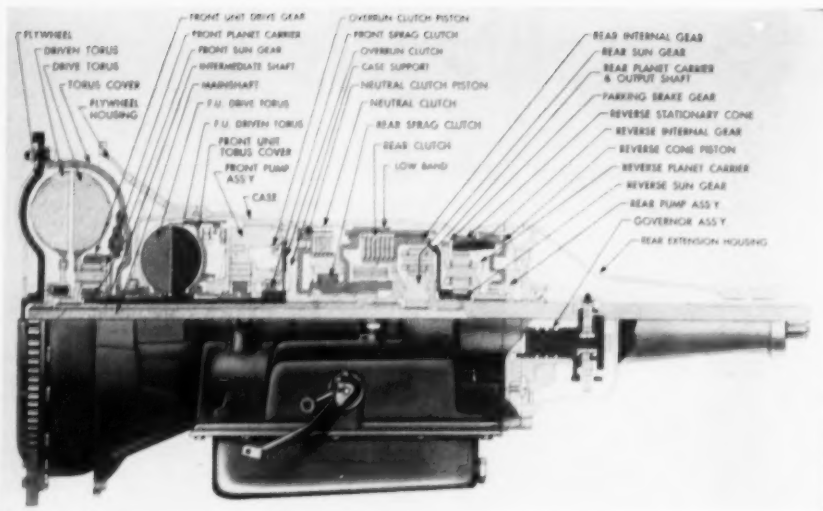
There are two areas of sales promotion here. Number one is the education of the more than 10,000,000 families to the advantages of multiple-car ownership. Number two is, driver training programs so that an additional six million potential buyers can be brought into the market. . . .

The outlook is bright, but any appraisal of the future would be inadequate if it did not reckon with basic trends. I expect competition to become more, rather than less, intense. After the last two years, you may think that competition couldn't get rougher.

I believe it will, and for two principal reasons. First, more and more money is being plowed into research. It is estimated that a record four billion dollars was so invested last year. New products and new methods inevitably come out of such effort, putting marketing pressure on older products and companies which fail to keep their product development programs a-

(Continued on page 76)

Detailed showing of the 1956 Oldsmobile Jetaway Hydra-Matic Drive, showing the new second fluid coupling, labeled F. U. drive torus and F. U. driven torus. The new second fluid coupling and two sprag clutches, labeled front sprag clutch and rear sprag clutch, replace the former front friction clutch and bands in the transmission. Power from the increased output "Rocket" engine is transmitted to the transmission through a set of planetary gears located in the first coupling. In first and third gear, the front unit is in reduction and the second coupling is empty. When the second coupling is filled or emptied it reportedly gives a smooth transition through all ratio changes.



Oldsmobile Smooths Hydra-Matic

HORSEPOWER is raised to 240 in the "Rocket" T-350 engine which powers the 1956 "98" and Super "88" cars.

The T-350 designation indicates 350 pound-feet of torque, or turning effort at the crankshaft, at an engine speed of 2,800 rpm. Compression ratio is 9.25 to 1 in all 1956 "Rocket" engines. The 1956 Series "88 Rocket" has a larger dual carburetor and develops 230hp.

Jetaway Hydra-Matic Drive, which is making its bow in the 1956 Oldsmobile, will be standard

equipment on the '56 Oldsmobile "98" series. Hydra-Matic Super Drive is optional at extra cost on the "88" series. The Jetaway Hydra-Matic introduces a new second fluid coupling in the drive train that blends the changes in the gear ratios into a single continuous flow of power. Shifts are smoother than ever attained before in an automatic transmission, engineers said. As an added convenience, a parking lock operated with the shift lever is incorporated in the transmission.

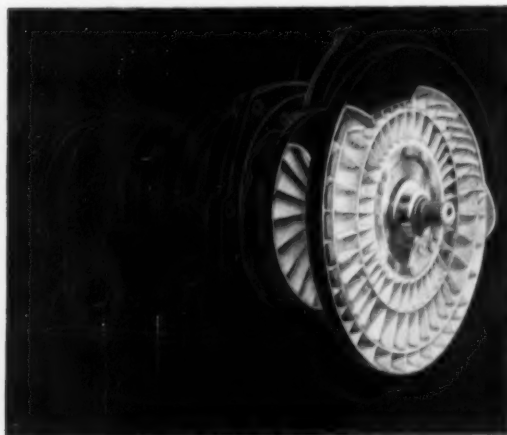
The "Rocket" engine has under-

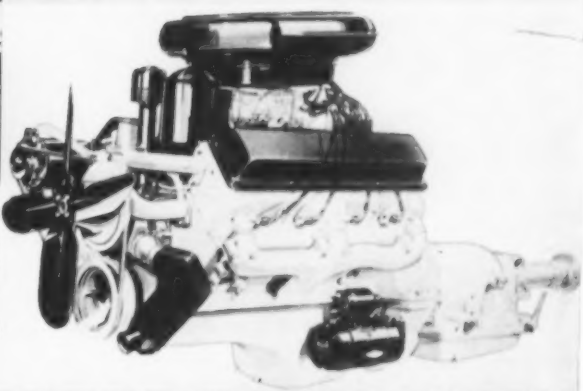
gone several important revisions to improve power and performance. Breathing properties of the engine have been improved through the use of a new higher-lift camshaft, larger valves and revised ports in the cylinder head, a new Quadri-jet carburetor incorporating an air valve and larger venturis, and a new intake manifold which embraces a T-branch contour.

A new distributor provides better accuracy of ignition timing and external access to the breaker points for service setting.

Exploded view of the Jetaway Hydra-Matic, showing the new second coupling to the left of larger first coupling of 1956 transmission.

The "88" Holiday Coupe includes entirely new front-end styling, new color treatment and power improvements. Note how the rectangular parking lights are in outer end of lower bumper bar.





The All-New Studebaker

Two new V-8 engines with the highest horsepower and torque performance in the low-price field will power cars in the Studebaker lines for 1956.

A V-8 engine of 289 cubic inches will be in the President series. This engine in the President Classic Sedan will have 210hp, and 195 in the President series, making it the biggest Studebaker has engineered for its standard models.

At the same time, a special luxury V-8 engine, the biggest and highest powered ever offered on cars in its price class, will be introduced for the Golden Hawk, top model in a new line of Studebaker sports-type cars. This will be a 352 cubic inch "Sky Power" V-8 engine with 275hp.

In addition, Studebaker will offer two other engines for the widest choice of powerplants in the low-price field. The Commander series will have a 259.2 cubic inch,



Left to right: Top row, President Classic four-door sedan and the Champion; second row, Commander and the Golden Hawk's 275hp engine which develops 380 foot pounds of torque at 2,800 rpm and has a compression ratio of 9.5 to 1. Above: The Golden Hawk, top model in a line of sports-type units, highest-powered in the low-price field.

170hp V-8, and the Champion series will continue with the six-cylinder L-head 185.6 cubic inch engine of 101hp.

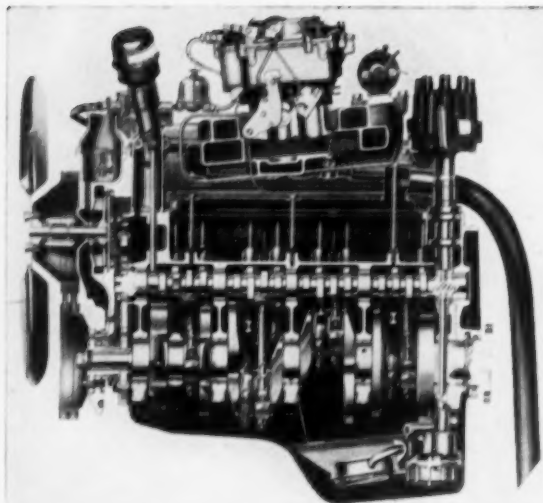
Covering the full low-price field, the long and low Hawk sports-type line will include the 210hp V-8 in the Sky Hawk and 170hp V-8 in the Power Hawk. Rounding out the line will be the Flight Hawk's 101hp six-cylinder engine for leading gasoline economy to match the economy performance in the standard models.

The Golden Hawk's 352 cubic inch V-8 will have torque rating of 380 foot pounds at 2,800 revolutions per minute. Compression

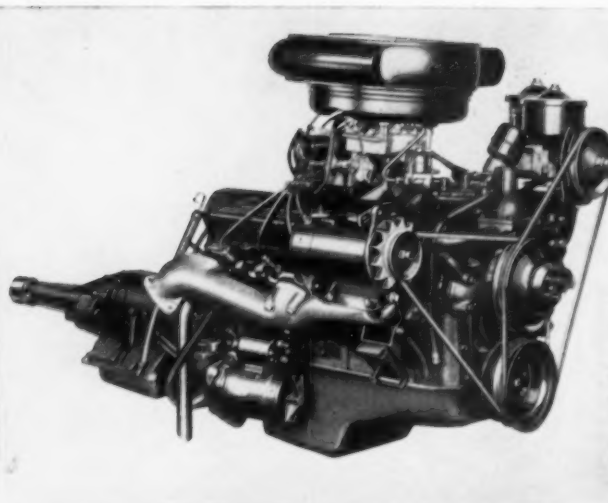
ratio will be 9.5-1, highest in the industry for this price class.

The 289 cubic inch 210 and 195-hp engines are practically "square" with a stroke of 3 $\frac{5}{8}$ " and a bore of 3-9/16". The 259.2 cubic inch 170hp V-8 has a stroke of 3 $\frac{1}{4}$ " and a bore of 3-9/16". The Champion's six-cylinder engines have a stroke of 4 $\frac{3}{8}$ " and bore of 3".

Four-barrel carburetion power kits will be available for the President series, raising horsepower to 210, and for the Commander series and Power Hawk, raising horsepower to 185. A special 8.3 to 1 high-compression cylinder head will be available on all eight.



Features of this new, freer-breathing V-8 include a new block, new cylinder heads, new distributor, new spark plugs, new hydraulic valve lifters, an increased torque starting motor, a new sealed voltage regulator, an improved fuel pump, a larger carburetor, new intake manifold and larger main journal bearings. Horsepower rates at 285.



This overhead valve engine has a 9.75 to 1 compression ratio, a four-inch bore and a displacement of 365 cubic inches. The increased-horsepower, high-displacement powerplant provides a major torque increase in city speed ranges where safety may depend on split-second acceleration, Cadillac engineers explained. The Eldorado engine, which uses dual four-barrel carbs and special manifolds, produces 305hp.

'56 Cadillac Transmission Has "Controlled Coupling"

CADILLAC'S 1956 automobiles feature an advance design power train consisting of a new, increased-horsepower, high-displacement engine and a "controlled

coupling" Hydra-Matic transmission which is entirely new in principle.

The Cadillac V-type eight-cylinder powerplant has a compression

ratio of 9.75:1, a displacement of 365 cubic inches and produces 285hp. This compares with the 9:1 compression ratio, 331 cubic inch displacement and 250hp rating of the 1955 engine. Cadillac's 1956 Eldorado engine develops 305hp.

Design features of the engine include a new, more rigid block, a more durable crankshaft due to larger journals, modified valve lifters and new pistons and piston rings.

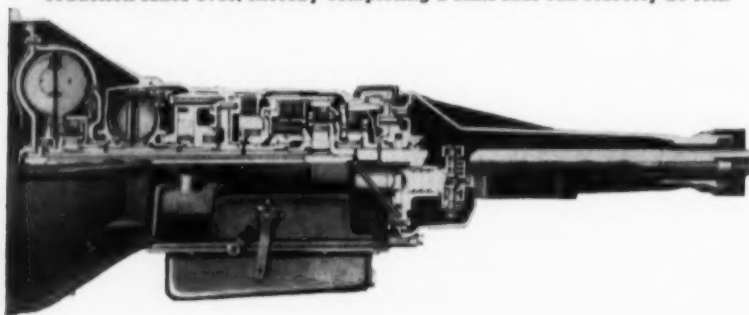
Through the use of new high-lift cams, new cylinder heads with larger ports, larger redesigned intake and exhaust manifolds and a larger carburetor, the breathing efficiency of the engine has been greatly improved.

Additional engine refinements include a new fan which provides a 20% increase in airflow.

While retaining a four-speed design the 1956 "controlled coupling" transmission is completely new in principle and mechanical parts. The unit eliminates the precise timing previously necessary for proper transmission operation and provides an even power application through all the shift points.

A new park position which may be used when the engine is running is included on the transmission quadrant to provide a positive lock against car movement when engaged.

(Continued on page 66)





Designed with an exceptionally low center of gravity, the Ford Mystere experimental styling car's height is 52". It provides for a rear engine, including what may some day be a gas turbine powerplant, for four headlights, hinged bubble-type roof canopy and front

bumper pods for oil cooler reservoirs. Steering wheel can barely be seen in lower left. It is a bar which swivels over for use by either front-seat occupant. An electronic push-button dial in center permits locking ignition in place of using a key as in cars today.

Mystere--Ford's Tomorrow Car

A FUTURISTIC, styling research car, with engine compartment in the rear, was revealed by Ford Motor Co. last month at Dearborn.

Named the Mystere, the full-size experimental car features rear fins; a hinged bubble-type, glass roof canopy; steering wheel that can be positioned in front of either front seat occupant, and rear engine compartment designed to accommodate either a gas turbine or conventional engine.

The car, prepared by the company's styling office for the Ford Division, was shown to approximately 300 magazine, newspaper, radio and television representatives in Ford's styling rotunda by George W. Walker, vice-president and director of styling.

"The car was developed primarily to study styling themes," he said, "particularly in new contours of sheet metal."

Designed with an exceptionally low center of gravity, the two-door, four-passenger car is the

same height—52"—as the Ford Thunderbird. It has a wheelbase of 121", length of 220" and a maximum width of 80".

The Mystere would be entered by raising the forward half of the glass bubble-type roof canopy, hinged to the hood cowl. In synchronization with the canopy motion, small half doors below the belt would swing out for easier entrance. The rear portion of the canopy is in a fixed position.

The roof structure permits almost unlimited visibility. It has no roof rail, sliding windows or corner windshield post. The car would be fully air conditioned throughout.

At center of the roof, the two canopy sections join at a steel meeting-bar, similar to that on the Ford Crown Victoria. The steel member, which serves as a roll bar, also is linked to a scoop at the front of the roof for intake of fresh air for all internal air systems, heat, air conditioning and fresh air ventilation.

Other features of the exterior

design include front bumper pods for oil cooler reservoirs; concave, perforated scoops in front of the rear wheels for air intakes for a gas turbine engine; four headlights, one pair for highway driving and one pair for city driving; exceptionally large wheel disks, and rear bumper assembly which includes taillights, bumpers and turbine exhausts.

The exterior of the car has a two-tone, pearlescent magenta and raven black paint treatment. The center-top band or meeting-bar is painted pearlescent white.

Interior features a steering wheel which can be positioned in front of either front seat. Several controls, operated by buttons and triggers, are located on the grip-type wheel.

The ignition switch is a combination lock as opposed to a conventional key switch. Each car would have its own combination.

Spherical instruments, recessed under a full safety crash pad, in-

(Continued on page 142)



SOUTHERN JOBBERS and FACTORY MEN

Serving Service Stations

By Baron Creager
Southwestern Editor

NEXT time an automotive wholesaler complains that the service station business has been lost forever, tell him about Joe Ashby and the Ashby Auto Supply in Dallas, Texas.

Joe Ashby built a highly respectable business on service station patronage. He sustains this enterprise and expects to continue doing so on the business he gets from service stations.

Ashby Auto Supply services approximately 600 accounts. Five hundred are in metropolitan Dallas, the rest in suburbs and a few outlying communities.

Using the words of Joe Ashby it can be said that "out of the whole 600 accounts, there are possibly a dozen garages." That leaves him with approximately 588 service station accounts.

In Dallas, all 500 accounts are service stations and the turnover in service station management has been what the turnover is expected to be in a metropolitan area. Joe can think of only one service station in Dallas in which the management has not changed once or more during the 13 years Ashby Auto Supply has been in business.

He was asked, "How come you make a living from service station accounts while other wholesalers



Joe Ashby once operated a service station. Today he services approximately 600 stations. When he finds a major oil company has added to its line an item he has been selling a station, "That cuts us out on that item, so all we do is pick another item and start pushing that instead."

consider that market lost?"

Joe thought it over for a moment and came to this conclusion:

"The others can't sell service stations because they don't manage the accounts right.

"A service station cannot stock every muffler and tailpipe and every fuel pump the station gets a call for. If a Kaiser drives in and they have to have a muffler and tailpipe, we see that they get what they need.

"It used to be that you could service 95% of all cars with five lines of fuel pumps. Not any more. Today you couldn't take 100 fuel pumps and service 50% of cars. It's that way in some other lines."

Ashby maintains three half-ton pick-up trucks for delivery and each truck handles an average of 25 invoices per day, sometimes more. However, there is not a lot of "hot-shot" delivery in this operation. It is generally managed to get all the "rush" orders on the day's one regular delivery. This regular delivery involves all three trucks, each with a different territory, of course, with an early afternoon deadline for trucks to leave

the store to carry the orders.

"When we get a call for a fuel pump or a muffler," Ashby continued, "we ask the man when he actually has to have delivery. They are not very tough to deal with in this respect. Most of such orders can be put on the regular delivery

"If you question a man, you can generally find out that he can wait a couple of hours. So in that way we can make one so-called 'hot-shot' delivery out of the whole deal. Naturally, when we get an order that has to go out right now, we get it out, special."

Stations handling the products of two of the most widely-known major oil companies, with nationwide operation, are the best customers on Ashby's books.

"We just pick out the items not in the TBA line and push those items to service stations," Joe explained.

"By my observation, the major oil companies are not easing up any in their campaign to sell merchandise through their stations. Every now and then we find that they have added to their line an item we have been selling their station.



That cuts us out on that item, naturally, so all we do is pick another item and start pushing that instead.

"We stock accordingly. We stock no engine parts. In fact, there is nothing in this store that goes inside an engine. All appendages, but nothing that goes inside an engine. No gaskets, either. But we do have a lot of ignition stuff because so many stations now have a tune-up man."

Joe thinks one of the big reasons for his success with service stations is this policy:

"We never try to oversell a station. If we sell a station too much of any one item that won't move, we take it back, quick."

There are at least three other reasons. One of them finds Joe Ashby a charter associate member of the Dallas Service Station Association and in similar standing with Texas Service Stations Association. He attends meetings on occasion and often donates door prizes for these meetings on the theory that "how they do is how I do."

Another reason is somewhat historical, for Joe ran his own service station for six years. Although some have been so successful in service station operation they have become factors in their respective banks, Joe took the opposite course. He left a bank, worked his way into a service station and graduated into wholesaling.

Joe was 18 and was assistant cashier in a bank at Merkel, in West Texas. For an 18-year-old assistant cashier he made a pretty fair salary for some years—\$135 a month—but in 1934, in the depression, the bank cut him to \$65 a month and he quit.

He moved into Dallas and became bookkeeper for a gasoline wholesaler with a string of stations. When the lessees gave up and turned back one of the stations in the string, the wholesaler pre-

vailed upon Joe to take over.

Here we come to a third influence that probably had much to do with Ashby specializing in service station accounts. This station had a garage in connection and, Joe adds, "the business from this garage ran me nuts. I never did like the machine shop business after that."

By this time it was summer of 1942 and Joe was weary of 16- and 18-hour days. Looking at wholesaling, he liked what he saw. So the Ashby Auto Supply was born in July of that year. In the ensuing 13 years the business has been in a total of three different locations, the last two just a stroll from the shopping center of Dallas.

The latest move looked like the last, when Joe built his own building and occupied it early in 1955. But, like many others, he hadn't been there 60 days before he wished he had built it bigger. Anyhow, he has 7,500 square feet of floor space and almost as much paved parking space—6,500 square feet.

And he has what few other jobbers in the South can claim—a college graduate as sales manager, in the person of Joe Ashby, Jr., graduate of the University of Texas and highly active in the Junior Executives branch of NSPA.

Southwest Show Pulls Factory Interest

THE Southwest Automotive Show announced last month that in only two weeks, 125 of the available 500 booths have been sold for the Show, scheduled to be held May 10-13 in the air-conditioned Sam Houston Coliseum, Houston.

Sponsoring jobber applications totaled well over the 100 mark also, indicating excellent jobber participation in the extensive trade attendance promotional program scheduled to start within the next few weeks.

Again during this show, the spring convention of the Independent Garagemen's Association of Texas will be held in Houston on May 12 and 13. As soon as all arrangements have been completed for this meeting, they will be announced.

An entertaining program is also being planned by the four Booster Clubs in the Southwest for the ladies who will be attending the show.

John Patrick, Mountjoy Parts Co. of Houston, Houston, is the show president. B. T. Scofield, Johns-Manville Sales, Houston, is chairman of the show committee.

Commercial Solvents Boosts Trio

Commercial Solvents Corp. has appointed Kenneth E. Mansfield as western regional sales manager with headquarters at Kansas City, Mo. Also named were Lloyd L. Grice as sales representative in the Kansas City territory and William J. Hutton as sales representative in the Baltimore, Md., area.

Tempo Products Co., Cleveland, Ohio, has appointed John A. Mowrey, Jacksonville Beach, Fla., as Southeastern district sales manager to cover Florida, Georgia, Alabama and the Carolinas. John R. Kaiser, president, announced.





Opening-session audience at the first annual convention of the Automotive Wholesalers of Oklahoma is pictured at right at Oklahoma City Oct. 29. Among the officers are (above, l. to r.): Tom Payne, executive secretary; Vernon Kleier of Ponca City, secretary-treasurer; Sid Revis of Tulsa, vice-president, and Joe Owens of Enid, president. Standing at the registration table are (at right above, l. to r.): Glen Goble, Virgil Caulherd, Charles Trent, Frank Vestal, Pete Ingram and Bobby Thompson. It was primarily a business session, with no elections.



Tom Payne, Jr., Okmulgee, is executive secretary of the Automotive Wholesalers of Oklahoma. He has been a member of the Oklahoma House of Representatives since 1952 and is now serving his second term. Payne entered the jobbing business in 1923 as packing room employee and counter-man for The Automotive, Inc., of Osburn, Crow & Yantis. He has since been employed by Hassell Auto Parts and owned his own business. As of Oct. 23 the association had 155 members.

Schultz Succeeds Nelson

August G. Schultz, formerly co-manager, is now manager of Berner-Pease, Miami, Fla., it was announced Oct. 27. Ted Nelson, president of the Florida Automotive Wholesalers Association, had been a co-manager. The company announced "with regret" that Nelson was no longer with the firm.

NSPA Group Questions Authority For Stewart Comment on ASI Show

NATIONAL Standard Parts Association issued the following press release last month dealing with a news release published by this publication in its October issue:

"We have received copy of a news release dated Sept. 23, 1955, and issued by Frank Stewart on the letterhead — and impliedly on behalf — of the Joint Operating Committee of the Automotive Service Industries Show. Mr. Stewart has no authority to issue any statement on behalf of the JOC as it is inoperative under the terms of a presidents' agreement signed July 20, 1955.

"His statement was not submitted to National Standard Parts Association, nor to any of the undersigned four NSPA representatives of the Joint Operating Committee.

"Any implications in that statement, intentional or otherwise, that NSPA or any of the undersigned, to the exclusion of other associations, are responsible for the present inoperative status of ASIS, do not fit the facts, as is evidenced by the attached copy of the agreement signed by the presidents of all three associations over a long period of time and with full approval of the board of directors of the three associations.

"NSPA representatives of the Joint Operating Committee of the

ASIS:

"C. S. ROGERS, Chairman

"T. H. BELLING

"JOE FISCHER

"WM. J. MENGHINI

"Agreement between the presidents of Motor and Equipment Manufacturers Association, National Standard Parts Association and Motor and Equipment Wholesalers Association:

"New York City
July 20, 1955

"The three undersigned presidents of the sponsoring associations hereby agree that the ASIS be indefinitely postponed without prejudice to any agreements heretofore concurred in by the three associations, including the verbal understanding of liberalizing the invitation list to the show agreed to in 1955 by the presidents of the respective associations; and further that the Joint Operating Committee become inoperative during such postponement and that the revolving fund now in the hands of the Joint Operating Committee be returned to the three associations pro rata.

"It is further agreed that the sponsoring associations take such steps as are legally possible to protect and preserve the name 'Automotive Service Industries Show.'

"JOHN F. CREAMER, MEWA

"DON H. TEETOR, NSPA

"J. H. COOLIDGE, MEMA"



Top: Officers, staff and directors pose after their executive meeting. Above: Officers are (l. to r.): G. C. Morris, executive director; T. C. Watkins of Midland, second vice-president; Kindel Paulk of Wichita Falls, president; J. L. "Jimmy" Quicksall of Lubbock, retiring president; Wilton Jennings of Austin, treasurer, and J. M. "Jim" Vesmirovsky of Houston, first vice-presi-

dent. J. O. Thompson of Gainesville is the secretary. Above is the panel who spoke on "What AWOT Means to Me" (l. to r.): Jerry Muggli of Harlingen, Fred Pinkston of Lubbock, Mrs. H. G. Baker of Hillsboro, Gus T. "Pinkey" Brown of the AWOT staff, moderator; T. C. Watkins, Reeves Russell of Weslaco and Ernest A. Wagner of Houston, who subbed for H. C. Westbrook.

Texas Convention Rips Old Attendance Mark

By Baron Creager
Southwestern Editor

FLEXING growing and bulging association muscles, the Automotive Wholesalers of Texas made their greatest show of organization strength in 36 years of existence in their annual convention at the Shamrock Hilton Hotel in Houston, Oct. 27 to 29, with an all-time high registration of 475 wholesalers and factory men, wives not included. Last year's attendance, the previous peak, was 300.

And the association's second annual booth conference — busy, crowded and filling the Shamrock's winding hall of exhibits with 73 participants compared with 38 last year—generated enough interest to be reminiscent of booth conferences at Navy Pier.

In this convention, AWOT took action significant in both Texas and the Southwest when bylaws were revised to eliminate a section granting sponsorship of the Southwest Automotive Show without cost to AWOT members.

Actually, this gives notice that AWOT will follow a hands-off policy in respect to Southwest

Show control and relieves a sub-surface tension that existed for some years due to conflicting interests of wholesalers and factory men on some aspects of the show.

The association board consists of officers, past president and 30 additional members chosen by legislative districts and to replace an equal number retiring, the convention picked these 16:

Pat Ferchill of Longview, W. E. Woods of Houston, Jack Owen of Tyler, Jess Stewart of Fort Worth, Mrs. H. G. Baker of Hillsboro, Joe L. Ward, Jr., of Waco, Amzy Schneider of Austin, H. G. McElroy of Brownwood, Roy Nash of Galveston, Herbert Whitis, Jr., of Victoria, B. B. Divers of Mineral Wells, D. L. Naylor of Wichita Falls, Lucian A. Jones of Big Spring, Max Figh of San Antonio, Jerry Muggli of Harlingen and James Mitchell of Childress.

Instead of the usual city official, J. B. "Burney" Wilson, a past president, welcomed the delegates to Houston and later Executive Director Morris said that after frustrated struggles for growth in its earlier years, from 1919 on, it was in the administration of Wilson in 1952 that AWOT first showed signs of power. Morris added:

"The record indicates that at

long last we are in a solid financial position and able to do the job that should be done. We have grown from 50 or 60 to 450 in membership, with 43 new members this year and our goal is at least 500."

In other resolutions the convention endorsed the Roosevelt bill, HR7096, which would amend the Clayton anti-trust act and eliminate merchandising coercion; pledged moral support to and asked MEWA and NSPA to establish a Washington office for dissemination of better industry information; declared in favor of Texas legislation to establish SAE standards on brake fluid.

Reuben Senterfitt, former Texas house speaker, told the convention its staff men—Morris and Brown—have gained confidence of the Texas legislature. George L. Arnold, small business sub-committee counsel, spoke also.

Delegates and wives to the number of 287 were entertained by a round-trip boat ride on the Houston ship channel, with dinner at the San Jacinto Inn, sponsored by Automotive Booster Club of South Texas, B-30. Members of the Southwest Group, AAR, entertained with their traditional cocktail party.

(More Jobber News on page 160)



SERVICE *and* MAINTENANCE

Tapping Tappet Trouble

AN INCREASE in complaints of hydraulic valve lifter noise during the winter months is not unusual. This is caused by various forms of crankcase contamination resulting from cold weather operation.

Such complaints may be greatly reduced by proper maintenance of the engine cooling and oiling system.

The cooling system should be thoroughly tested before anti-freeze is added to determine that there will be no coolant leaks into the engine oiling system.

The following are some complaints which may be encountered, also a diagnosis guide.

A. Tappets noisy when starting engine.

Note: This is a condition where tappets are noisy upon starting and possibly remaining so for five or ten minutes, or until the engine reaches operating temperature.

1.—Anti-freeze. Starting noise can be caused by a gummy deposit which results from leakage of anti-freeze or glycol into the engine oil. When cold, this deposit will be hard, but when hot, it becomes soft and gummy. This, therefore, is one reason excessive valve noise can be experienced when starting, gradually disappearing as the gummy substance softens, and allows the plungers to assume their normal operating positions. If this deposit is permitted to remain,



Crankcase contamination ruined these valve lifters.

it can eventually cause scuffing of the hydraulic tappet plunger.

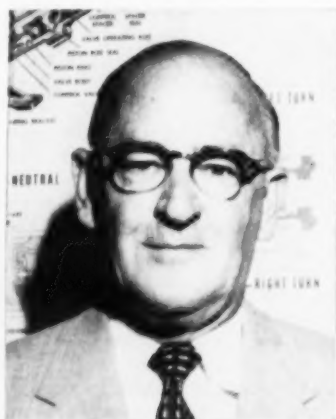
2.—Tappet varnish. The problem of tappet varnish will not necessarily bother all tappets since

some are designed to allow the varnish to build up in areas that do not affect their operation. There is, however, a condition in which a varnished tappet can possibly cause trouble and that is when the valve is replaced. This repair can effectively change the length of the valve train and thereby allow the tappet plunger to operate in a new range which may have varnish build-up and therefore result in plunger sticking.

3.—Filter change. Air trapped in the oiling system may require a minimum of 20 or 30 minutes to bleed out. When changing an oil filter, there is also a possibility that air may be trapped in the dome of the filter and not work out through the tappets until some time later after the tappets have originally quieted.

4.—Normal tappet leak down. This occurs on all engines and is due to the normal leak down of the tappets that remain under valve spring pressure when the

By **E. M. Lowery**
Technical Editor





Hydraulic lifter components: 1 — lifter body, 2 — plunger spring, 3 — ball retainer, 4 — check ball,

5 — plunger, 6 — push rod seat, 7 — push rod seal retainer. All parts must be kept thoroughly clean.

engine is shut off. The expulsion of air and duration for quieting these particular tappets is dependent on the clearance to which the tappet plunger body has been fit. The closer the fit, the longer the duration.

B. All tappets noisy.

Note: In cases where all tappets are noisy, it is generally safe to assume that the noise is not the fault of the tappets but of the oil supply which is inadequate, or into which air has been induced. No advantage can be gained by replacing all tappets unless they are found to be stuck up due to anti-freeze leak, in which case it is imperative the leak be corrected to prevent a recurrence.

Causes:

1.—Loss of oil supply or pressure.

(a) Loss of oil pan drain plug, causing loss of oil supply.

(b) Plug out of oil pump cover, permitting majority of oil from oil pump to escape back into the oil pan. This usually shows up as fluctuation or low oil pressure on the gauge.

(c) Oil pump screen clogged, preventing oil from being drawn into the oil pump. When this condition occurs, tappet noise may occur shortly after a turn, stop, or fast acceleration is made. This condition may also be detected by close observation of the oil gauge.

(d) Low oil supply. This permits insufficient oil and air to be pumped into the lubrication system. This can be detected by close observation of the oil gauge for fluctuation.

(e) Stuck oil pump relief valve. When this condition occurs, it usually permits pressure to be normal at higher speeds while falling below normal at low engine speed or idle. (Normal oil pressure for a warm engine at idle is considered to be 12 psi or more at 500 rpm.)

(f) Excessive oil pressure drop. This generally is caused by excessive bearing clearance, etc., which permits excessive leakage of hot engine oil and reduces the pressure of oil delivered to the tappets below the minimum required for quiet and proper functioning of the tappet.

2.—Oil foaming or aeration. This is a condition where a large quantity of air bubbles is trapped into the oil, producing a condition of foaming or sudsing. Since air, unlike oil, is compressible, tappet noise or loss of valve lift will result when the aerated oil enters the tappet.

(a) Excessive oil supply. This permits the crankshaft and rods to dip into the oil and beat air into the oil.

(b) Low oil supply. This permits the continual reuse of a small quantity of oil which does not have sufficient time to cool and rid itself of normal air induced into the oil.

(c) Air entering oil pump. This could be caused by the oil screen float sticking up above the oil level, a leak in the suction pipe, loose oil pump cover, etc. In all cases, air will be drawn into the pump and be induced into the oil.

(d) Plug out of oil pump loose or missing. Here, excessive by-

passing will cause aeration of the oil.

(e) Prolonged use of engine oil. Where operating conditions are such that the majority of driving is slow, or short and intermittent, not permitting the engine to warm up to operating temperature, it is possible for normal water condensation to build up in the crankcase to a point where the water will cause the oil to foam.

(f) Water from cooling system leaking into engine oil will cause excessive oil foaming.

3.—Glycol in engine oil. When glycol leaks into the oiling system, it has a tendency to form a gummy substance which deposits on the engine parts. This substance will normally affect the operation of the hydraulic tappet first by causing sticking, and then gradually causing the tappets to scuff and become increasingly noisy until they reach a point where the plungers will stick completely.

Note: This is the only condition which may require the replacement of all tappets; however, unless the cause of such coolant leakage has been corrected, the condition can be expected to repeat itself.

Note: Glycol can be removed by using Butyl Cellosolve according to directions.

C. One or more individual tappets noisy.

Causes:

1.—Oil pressure relief valve noise. Very often this is mistakenly diagnosed as valve tappet noise.

2.—Excessive dry lash.

Note 1: The term "dry lash" refers to the clearance between the valve and rocker arm when the tappet is on the bottom of the cam lobe and the plunger is bottomed in the tappet. The normal clearance is .060 to .210, and any lash exceeding .210 would cause a tappet to be noisy. (Check specs.)

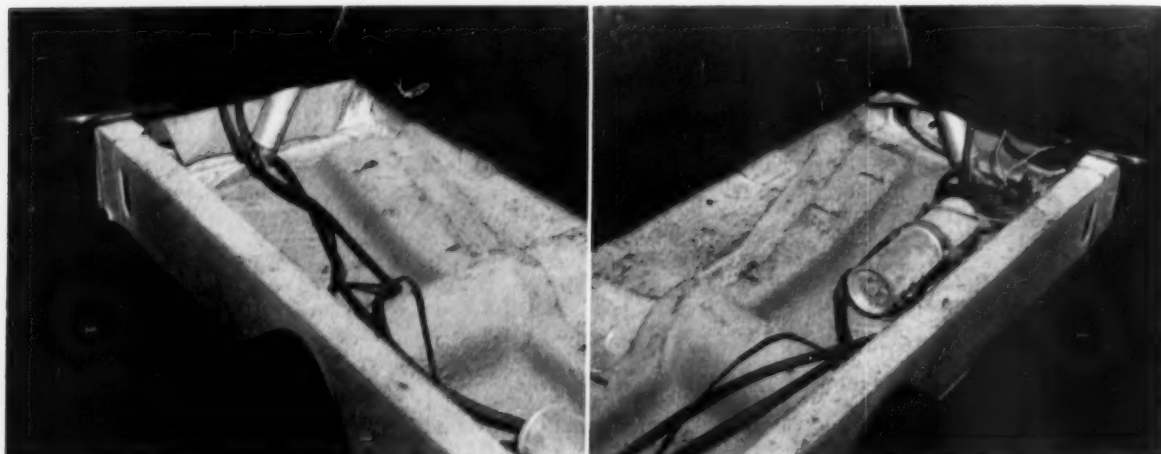
Note 2: Excessive dry lash usual—
(Continued on page 122)

December: Spark Plugs

The importance of correct spark plug application and common causes of spark plug failure will be detailed for you in this department next month by Technical Editor Lowery.



BODY SHOP OPERATIONS



Figs. 1 and 2—The photographer had to take two shots to show the hydroelectric layout—motor, pumps, reservoir and top lift cylinders.

Unkinking Convertible Tops

NOTHING can be more disconcerting to the owner of an expensive convertible than to have a top that won't raise or lower when needed.

We'll never forget our first and last experience with one of those "fancy jobs." It was a trade-in and we decided to drive it home and take some of the youngsters for a ride and, at the same time, test it out.

Our idea started out okay but they talked us into driving them to the ball game. So, with the top down we rode out to the ball park and parked the job. Along about the last of the 3rd it started to drizzle a bit, so we decided that we should go out and raise the top. We had parked about four blocks away and it was really coming down when we reached the car.

We got in and started the engine (one of those vacuum-operated jobs), turned the top control to the raised position and nothing happened. We twisted and turned the

By **E. M. Lowery**
Technical Editor

control and all we got was more rain.

We finally decided to drive to a service station where we might park under a shed and attempt to locate the trouble. By the time we reached the station the entire interior was soaking wet and about an inch of water was on the floorboards.

We soon found the hose disconnected from the manifold. It was connected and the top raised as nice as you please. The ball game was about over when we got back to the park and our young friends rode home standing up. Since that time—well, you know what we think of convertibles.

Many convertibles are used as a year-round car and our varied climates call for top mechanisms that will operate when needed. It is our job to do just that.

Most current convertible tops are operated by a hydroelectric system. Following are some pointers which should assist in diagnosing trouble in this system as applied to two of our most popular models.

Chevrolet—Trouble Diagnosis

Failure of the hydroelectric system where the cause is not readily evident should be checked in the following sequence: Mechanical, electrical and hydraulic systems.

Mechanical check:

If top action is slow, check for mechanical bind (Fig. 3):

1.—Disconnect piston rods at top linkage attachment and raise and lower the top by hand through the cycle, noting any binding action of the top linkage.

2.—While locking top at header, if binding action is noted, check alignment of door windows, ventilators and rear quarter windows in relation to the side roof rail weatherstrips. Make necessary ad-

justment to correct.

Electrical check:

Battery:

1.—Check battery condition. A partially discharged battery will result in a sluggish operating pump.

Folding top switch:

1.—Connect one lead of test light to feed wire terminal of control switch and ground the opposite lead. If tester does not light, there is an open or shorted circuit between battery and switch.

2.—Disconnect leads to motor at switch terminal and place one lead of tester to up cycle terminal and other lead of tester to ground. Push control knob forward. If tester fails to light, switch is defective. Check down-cycle side of switch by hooking tester to down-cycle terminal and ground and pulling control knob out. Failure of tester to light indicates a faulty switch. Replace switch.

Switch to motor lead wires:

1.—Disconnect switch to motor leads at motor in rear compartment. Connect tester to green motor wire (down-cycle) and ground. Pull control knob out to check. Connect tester to red motor wire lead and ground. Push control knob in to check. If tester fails to light in either case, the circuit from the switch to motor is either open or shorted.

Motor unit:

Check the operation of the motor by connecting first one lead of motor via a jumper wire directly to the positive post of the battery; if the motor operates, check the other motor lead in the same manner. If motor operates, but will not operate when hooked into the wiring harness, check back over the wiring harness for shorts. A sluggish-operating motor when hooked into wiring harness could be indicative of low voltage at the motor resulting from poor connection, poor motor ground or a short.

Hydraulic checks:

Hydraulic system failure can be caused by lack of fluid in the system, leaks, obstruction or kinks in lines, faulty lift cylinders or pump. Troubles in the hydraulic system can be readily located with a pressure gauge. Pressure should read between 240 psi and 280 psi when pressure relief valve opens.

Pump:

1.—Install pressure gauge into lines leading to bottom of lift cylinders.

2.—Kink lines to shut off fluid flow to bottom of cylinders. Push

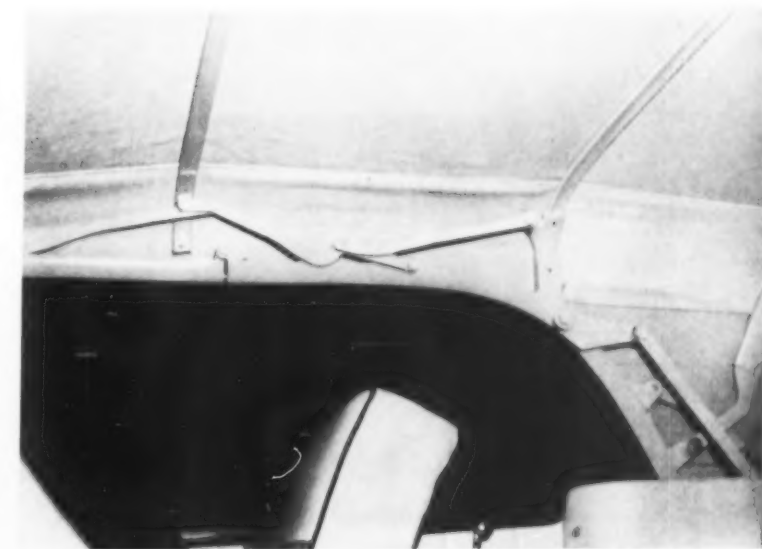


Fig. 3—Check all mechanical joints for bind.

control knob in and hold it several seconds. Pressure should be between 240 psi to 280 psi.

3.—Install pressure gauge in lines leading to top of lift cylinders, kink lines to cut off flow to top of cylinder; pull control knob out and hold for several seconds and take reading. This reading should be between 240 psi and 280 psi.

Note: A variation between the pressure reading at pump feed to top and bottom of cylinders is satisfactory, providing both pressures fall between 240 psi and 280 psi.

Adjustment of pump pressure:

1.—Remove pump and motor assembly and place assembly upright in a bench vise. Hook motor up to a battery through a switch.

2.—Install plug in one port and pressure gauge in other port.

3.—Remove cap nearest to reservoir, attaching bracket from top of reservoir.

4.—Insert screwdriver through opening and start motor and adjust pressure by turning adjusting screw until satisfactory reading of 240 psi to 280 psi is obtained. Repeat adjustment with gauge installed in other port.

Note: Turning adjusting screw clockwise increases pressure, counter-clockwise decreases pressure. Satisfactory adjustment should be obtained within two turns in either direction.

5.—If it is impossible to obtain proper pressure adjustment, trouble is in the pump unit and it should be repaired or replaced.

Lift cylinders:

1.—Remove rear seat cushion, back and folding top compartment side panel assembly.

2.—Operate the folding top while watching action of the lift cylinders. If operation is sluggish or a binding is evident, check for a kinked hydraulic line. Remove the lines and inspect for obstruction within the lines.

3.—Vent the system by removing the filler plug, then install pressure gauge between line and fitting at bottom of cylinder. With the top in the up position, push the control knob in and hold for several seconds. Note reading on pressure gauge. If not up to standard (240 psi to 280 psi), fluid is leaking past the cylinder piston and the cylinder must be replaced.

This check is based on the assumption that pump pressure and lines have been checked and found satisfactory. Repeat this test at each cylinder port. When the down cycle is being checked, have the top locked at header and pull the control knob out.

Ford—Trouble Diagnosis

Hydraulic system maintenance:

The fluid level in the reservoir should be checked at 5,000-mile intervals. If additional fluid is needed, add only Ford-approved hydraulic brake fluid.

If proper top operation requires frequent addition of fluid, cylinder leakage is indicated. The cylinders are serviced as complete assemblies.

1.—Fluid level check. Remove

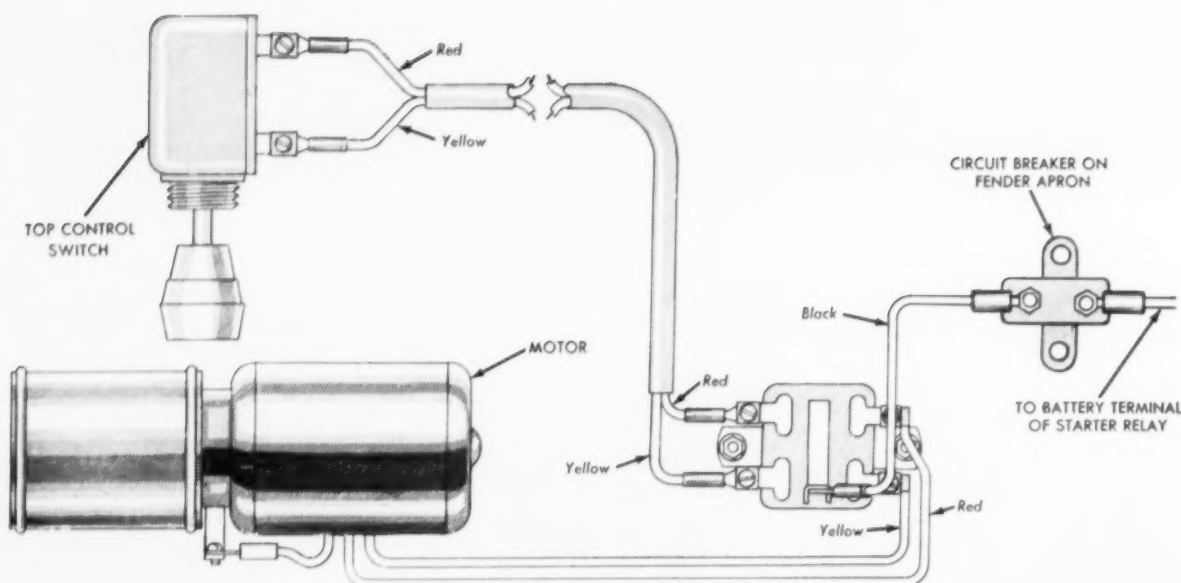


Fig. 4—Ford convertible top electrical circuit.

the rear seat cushion and loosen the filler plug in the end of the reservoir. Operate the top three times to bleed all air from the system.

Note: Check fluid level with the top in the up position. Remove the filler plug.

If the hydraulic fluid does not run from the filler hole, add enough hydraulic brake fluid to raise the level to the edge of the filler plug hole.

Note: If removal of the reservoir is necessary, always be sure to replace the reservoir cover with the reinforcement ridges positioned horizontally and vertically and with filler plug positioned to the top.

2.—Cylinder replacement. Disconnect the battery cable to prevent accidental operation of the top. Remove the rear seat and back seat. Remove the quarter trim panel. Disconnect the hydraulic lines at the top and bottom of the cylinders. Remove the cotterpin and clevis pin that secure the upper end of the piston to the rear arm assembly. Remove the cotterpin and clevis pin that secure the lower end of the cylinder to the floor pivot bracket, and remove the cylinder assembly.

To install the cylinder assembly, position the cylinder on the floor bracket with the inlet and outlet holes of the cylinder toward the floor. Install the clevis pin and cotterpin to secure the cylinder assembly to the floor pivot bracket.

Line up the piston rod with the top arm assembly, and install the clevis pin and cotter key. Connect the hydraulic lines to the cylinder.

Connect the battery cable and check the top operation. Before installing the quarter trim panel, check for leaks at the connections. Install the quarter trim panel, seat and seat back.

Note: If necessary, bleed the system and fill the reservoir to the proper level after replacing top cylinders.

Electrical Trouble Shooting

Before electrical shooting procedures are considered, check all pivot points of the top for freedom of movement. If any pivot points of the top are binding, relieve all binding conditions before proceeding with any further trouble shooting.

Check the time required to raise and lower the top. The time to raise the top should be approximately 15 seconds, with approximately eight to ten seconds to lower the top.

If the top does not operate when

the dash panel switch is operated, a current draw and voltage drop test should be performed. Disconnect the heavy black wire from the circuit breaker located under the instrument panel. Connect the ammeter positive lead to the black wire and the negative lead to the circuit breaker terminal, and operate the top control switch. The normal current draw should be approximately 40-50 amperes running, and 75-80 amperes in the top stall condition with a voltage reading of 4.5-5.0 volts.

An excess of 100 amperes indicates a frozen hydraulic pump or top lifting cylinders. A low amperage draw, with the motor running free and no indication of top movement, usually indicates a defective hydraulic pump or insufficient fluid in the reservoir.

If no current is indicated, and the top does not operate, check the connection of the yellow lead from the battery side of the starter relay to the circuit breaker. If the wire is broken or frayed, replace the lead and attempt top operation.

(Continued on page 76)

December: Locks and Keys

Removal, installation and service on body locks and keys will be taken up here next month. Technical Editor Ed Lowery will concentrate on the 1955 Fords and Chevrolets.

"...sold my first car on Commercial Credit Plan in 1924"

says **MR. NORBERT KOPPY**, President of
Koppy Motors, Inc., DeSoto-Plymouth Dealer
of St. Paul, Minn.



SINCE 1936 we have used COMMERCIAL CREDIT almost exclusively but I sold my first car on COMMERCIAL CREDIT PLAN in 1924. They have played an important part in expanding our volume. Our close tie-in with their local people has made it possible to work out any problem. Deals sold this way assure close contact that keeps the purchaser in the family. Prompt settlement of insurance claims has made customers happy and has put work in our service department. Their

efficient handling, with repossessions held to a minimum, has made many friends for us."

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Chevrolet Motor Division is erecting this 600' by 550' structure in St. Louis, Mo., to house a parts depot and zone offices. Completion is expected late next year. Present quarters in the St. Louis assembly plant have been outgrown.

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ALSO REAR - BOLT MOUNTING AND COMBINATION STOP, TAIL, & TURN-SIGNAL MODELS
26 Complete Kits — 6 v. or 12 v.

'56 Cadillac Transmission
(Continued from page 54)

Contributing to driver and front-seat passenger comfort is a new six-way power seat adjuster which provides for adjusting the angle of the seat back in addition to the horizontal and vertical movement. The horizontal adjustment range has been increased to five inches.

Improvements in rear view vision include a new remote control outside rear view mirror which may be easily adjusted from inside the car and a new wide-angle inside rear view mirror. A special three-position inside rear view mirror is offered on Eldorados.

Driving visibility is further improved by a new vacuum-type windshield wiper whose dual controls provide positive wiper action under all driving conditions. A second adjustment which allows rapid, short angle strokes for adverse conditions has been added to the normal variable speed adjustment.

A new wide pendant direct-acting power brake pedal permits either left or right foot braking with a minimum of effort. The brake pedal has been lowered in relation to the accelerator pedal to reduce fatigue and allow quicker foot movement from accelerator to brake for faster stopping.

Air conditioning is available for the first time in all 1956 convertible models.



RACING ... The **INFERNO** of brake lining

Says a famous RACE CAR DRIVER... "We have found Lasco MOUNTAIN MASTER brake lining to be the best heavy duty lining available in this country — particularly in respect to its non-fade characteristics."

Says a RACE CAR SERVICE MAN... "You will also be pleased to know that in our service department we are using 100% MOUNTAIN MASTER — congratulations on a really fine lining."

Says a famous RACE CAR MANUFACTURER...

"Thanks very much for the test information showing the comparison between Lasco MOUNTAIN MASTER and... We are duly impressed with the findings and, as a matter of fact, with the lining itself."

Cables a famous RACE CAR DRIVER AND FLYER from London, England... "Rush Air Express complete set of Lasco Brake Lining for my racer."

RACERS—MOTOR TRANSPORTATION—LOGGING and GRADING OPERATIONS—and FINE AUTO-MOBILES all over the world are switching to Lasco MOUNTAIN MASTER—WON'T YOU TRY IT?



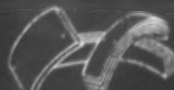
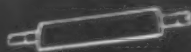
Lasco Mountain Master brake materials are made in three frictions for all passenger cars, trucks and buses. Let Laher lick all your brake problems.



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A NEW FILTER ELEMENT AC-ENGINEERED FOR CHEVROLET!

Here's the brand-new AC full-flow filter element Type PF-131 designed expressly for the 1956 Chevrolet V-8 engine. (AC Oil Filter, PM-11 and Filter Element, Type PF-131 are optional equipment at extra cost.)



Fastest-growing line in the industry!

Readers are invited to contribute to—SHOP TALK.

CRASH-TESTING A CAR

Engineers are sometimes considered "long hairs" with not too much practical knowledge of what they're talking or engineering about. But not so with Ted Ulrich, executive engineer with American Motors Corp.

Last month, during the national

press showing of the 1956 Nash, Hudson and Rambler models in Wisconsin, he told of being in one of his company's larger Nash cars when it crashed into a telephone pole. His leg was broken and he got a severe shaking up.

"I believe compactness in a car body lends itself to safety," he said. "If I had been in a Rambler, I



A column of informal comments about the automotive trade and its problems.

Nothing sells like performance...
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believe my leg would not have been broken."

On the other hand, he said, if he had not been in a car with "unitized" box construction, his injuries would likely have been more severe.

"In conventional design, crash at bumper level is transmitted through the rigid frame to the whole car," he said. "The passenger gets maximum deceleration. The car body, which is merely bolted to the frame, tends to move forward in relation to the frame. If the impact is above the frame level, the effect tends to be a shearing one, pushing the engine backward toward the passenger compartment."

"With our design, in which the body and frame are one, there is more structure in front of the passenger to absorb the impact, and the force of the blow tends to be localized."

Meade F. Moore, vice-president of engineering and research, American Motors Corp., said he had never seen one of his firm's products in which a collision had driven the motor back into the passenger compartment.

WANTED: ENGINEERS

If you're an engineer, or if you have a son who doesn't know exactly what he wants to be, tell him

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.

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They'll all come back if you give 'em the best. When it's a bearing job... just tell 'em it's **TIMKEN!**

Detour 'em—that's one way to get cars into your shop. But it doesn't mean customers. Next time, they'll take a different route. There's only one sure way to keep old customers, and make new ones: convince them you give the best service. Show them you use nothing but the finest replacement parts. In tapered roller bearings, you want them

to know you use *Timken®* bearings, the one name your customers associate with *quality*. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ont. Cable: "TIMROSCO".

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NOT JUST A BALL — NOT JUST A ROLLER — THE TIMKEN TAPERED ROLLER — BEARING TAKES RADIAL AND THRUST — LOADS ON ANY COMBINATION



what Board Chairman Ernest R. Breech of Ford Motor Co. told Ford's national press conference at Dearborn last month after relating how his factory was spending hundreds of millions of dollars on engineering and research plant facilities:

"If 900 qualified engineers were to approach us next week looking for jobs, we would hire every one. We need that many now. And our needs are similar to those of every other concern actively engaged in engineering and research.

"What's more, we know that if we are to do the job we have laid out for ourselves in the years immediately ahead, our engineering staff will have to be expanded by some 2,000 to 3,000 more people than we have today. Unless we can find those people — fully qualified people — we will find ourselves limited on even the projects we now have outlined for ourselves.

"All of those plans I've been talking about, all of our new research and engineering facilities

and all of the many advances to which we look forward in the next few years will require trained manpower. We have a lot of it now. We have been able to keep up with the demand pretty well, so far, partly through the development of training programs within our own company. But surveys show that the rate of those now planning to enter the engineering profession is far below the presently known requirements in the next decade. We and the country need your help to reverse that trend."

MAY WE? YOU BET!

Daytona Beach, Fla.

Gentlemen:

We would appreciate your granting us permission to reproduce the registrations statistics which appeared in your September issue.

Purpose would be to send it to our 6,300-member international organization.

JOHN ROBERT FISH,
Fish Carburetor Corp.
Delighted to say yes.

PERON'S CONTINENTAL

Who's going to get — or already has, perhaps — the Continental Mark II which was on the high seas at one time this fall for ex-dictator Juan Peron of Argentina?

An executive of the Continental Division of Ford Motor Co. revealed to editors of this publication during the Detroit press showing last month that an exporter had shipped two weeks earlier one of these luxury cars to Peron.

Like the piles of money and lush memories of teen-age females he left behind in his rather ungraceful flight into exile, so Juan left behind — presumably — his chances of acquiring the sleek car in which he had hoped to thrill his adoring Peronistas.

Eaton Plans Expansion

Eaton Manufacturing Co., Cleveland, Ohio, has embarked on a \$1,250,000 expansion program to enlarge its facilities for making hydraulic pumps used in power steering. H. J. McGinn, president, announced. Its Marshall, Mich., plant will get another 21,000 square feet of manufacturing space with necessary equipment and machinery.



Hose Clamp has a patented mechanism that makes mechanics say, "Why didn't I think of that?"

Now it's so easy and quick to attach. Just draw the precision worm gear housing to the desired position on the band as you would tighten your belt through the clasp. Then a couple of turns with a screwdriver and it's tight and on to stay. No amount of vibration can make it open. To remove, loosen the screw a few turns, push the button, lift screwdriver head and it's off.

Aero-Seal JETS will not pinch or damage hose. Pressure is evenly distributed all around. Stainless steel bands resist corrosion. Forget discounts and remember it's turnover that makes profits. Aero-Seals sell.



BREEZE CORPORATIONS, INC.,

700 Liberty Avenue, Union, New Jersey

Buick Offers Hardtops

(Continued from page 47)

sealed beam headlight which minimizes the reflection of light upward in front of the car.

On the Roadmaster and Super, the fender has been made approximately three inches longer, capped by a narrow chrome band which houses the taillight assembly.

A bombsight atop the leading edge of each front fender and a specially designed sweep-spear molding add further distinction to the Roadmaster series, making it easily distinguished from the other series.

Compression ratios have been increased to 9.5 to 1 in the Roadmaster, Super and Century engines, and to 8.9 to 1 in the Special.

Double "Y" exhaust manifolds, which eliminate overlap and resultant interference, are used on all models, regardless of whether they are equipped with dual exhausts.

Nash Provides Variety

(Continued from page 46)

door sedan.

The redesigned interiors — including the instrument panel, steering wheel, foot pedals, floor mats and headlinings — will come in blue, green or gray to match the exteriors. All interiors are color-keyed and special custom trim is standard on Custom models and optional on the Ambassador 6 Super four-door. That trim consists of genuine leather and nylon silver-leaf cloth. Other smart new fabrics also will be used.

The non-glare instrument panel has a crash pad made of vinyl-covered Royalite, a plastic foam which is said to be more protective than foam rubber.

Custom models have a new burnished and perforated aluminum trim insert extending across the entire width of the instrument panel.

With the Duo-Coustic radio, speakers are set at both ends of the instrument panel, resulting in high-fidelity sound.

Front seats of the Ambassador and Statesman measure 65", the widest in the industry, while the rear seats measure 64½".

Other features of the interiors are the drawer-type glove compartment which prevents spilling, and the net-like Handi-Pak carrier which fits above the windshield on Custom models.

All models utilize a 12-volt electrical system, insuring top ignition performance, higher generator output, higher cranking speeds for better cold-weather starting and added power for accessories such as air conditioning, power brakes, power windows and power steering.

Ambassador wheel discs are new and incorporate a Nash medallion center design. The new hood ornament is a twin-torpedo design linked together at the front by an oval chrome ring.

Ex-Packard Executive Takes Georgia Deal

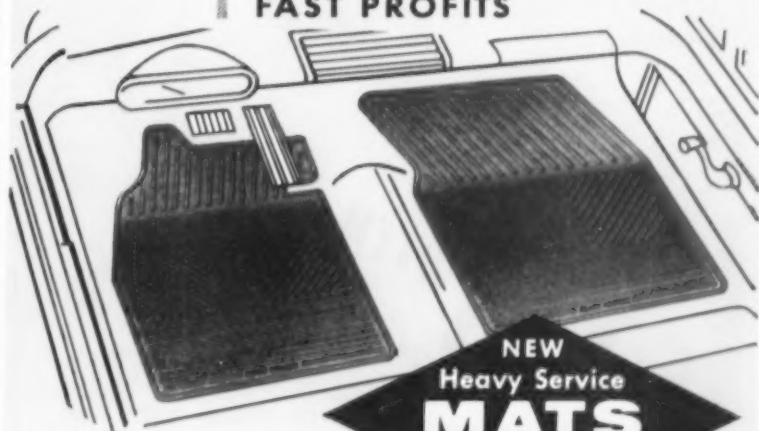
FREDERICK J. Walters, an Oldsmobile dealer in Newark, N. J., for the last two years and earlier vice-president in charge of sales for Packard Motor Car Co., has opened an Olds dealership in Atlanta, Ga.

Capital Automobile Co., the sole Cadillac dealership in Atlanta, recently relinquished its Oldsmobile franchise, one of several Olds franchises in the Atlanta area.

The New Sensation for JOBBER-DEALERS-GARAGES

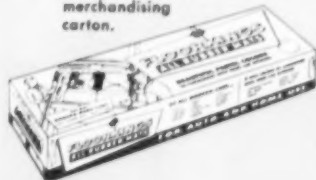
FLOORKINGS

FAST INSTALLATION
FAST TURNOVER
FAST PROFITS



NEW
Heavy Service
MATS
6 BEAUTIFUL
COLORS

In 6 rich colors: Emerald Green, Sky Blue, Coral, Ebony Black, Desert Tan, and Blue Gray. One number fits all modern make cars. Packed in colorful self merchandising carton.



Sales come fast—profits come high and installation is a snap! That's FLOORKINGS—the new sensation in the automotive field...a colorful pair of heavy service rubber floor mats which fit perfectly on both sides of the hump. The market is tremendous. Car owners want FLOORKINGS to cover expensive, hard to clean carpeting.

Doan MANUFACTURING CORP.
1761 LONDON ROAD • CLEVELAND 12, OHIO

Dear Bill,

Right you are, Doc. We've been plenty busy getting our customers' cars set for the winter driving ahead. The boss man got his annual batches of campaign letters all mailed out early to get the customers in for the service alphabetically, according to name, so we wouldn't be swamped. He's been offering this winter special for so long that our old customers wait for it.

The Bull says that he has to make this a real "bargain special"



COMPLETE - SERVICE - OVERHEAD

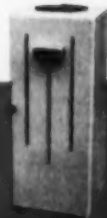


OVERHEAD
LUBRICATION



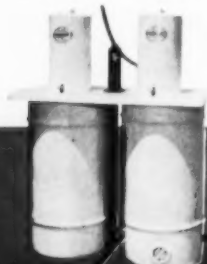
**UP AND OUT WITH GROVER
GO PROFITS...**

Up and out of the way until needed GROVER modern overhead installations provide complete service within easy reach. Their practical features, economy and efficiency increase profits.



GROVER waste oil drain, Model 650, is the ideal companion unit for overhead installations.

GROVER Overhead Cabinets can be had with one or more reels for chassis, gear oil, air, water or for any service requirements. Installed with the GROVER operated pump and nozzle combination which allows drums to be changed quickly and easily by control valve.



See your jobber or write for catalog of complete GROVER line.

GROVER C. SMITH MANUFACTURING CO.
850 E. VALLEY BLVD. SAN GABRIEL, CALIFORNIA

so that the customer won't drop in here and there around town getting his service piecemeal. We give him the works at a good price—and he doesn't have to worry about details. It takes the load off his mind. But we really have to check closely on each job to avoid any oversights which might lose their confidence in the "special."

If we don't check closely, too, in order to locate extra needed work, we'd lose money on the job. It's the profit on the extra jobs we locate and sell that makes the bargain price possible. At the same time, of course, we shoulder our responsibility as their chosen serviceman by locating and correcting any malfunctioning unit. For it wasn't easy to inspect them during the summer when they may have been out of town, or perhaps getting their lubrication or other service elsewhere.

Aside from the usual tune-up and cooling system examinations, which are a part of the job and would automatically fall under observation, we really bear down on the other profitable items which yank the job out of the red in a hurry and still give the customer a functional or safety service he's pleased to buy.

Mufflers and exhaust pipes are certainly an important safety feature when the car is driven with the windows closed during the winter. No customer wants to risk the safety of his family or his friends by accidentally feeding them carbon monoxide. We find the leaks, if any, and do a selling job for a replacement as needed.

Weak and inoperative shock absorbers can be a factor in car accidents in far more occasions than the average driver suspects. We sometimes have to point out the importance of shock absorbers as a safety measure to customers who feel that perhaps a little saving of money by sacrifice of mere com-

VICTOR

GASKETS • OIL SEALS • PACKINGS



**You can't take chances with oil seals...
that's why we buy from the Victor Jobber**

No service shop can afford to take chances with customers' safety and pedestrians' lives. Too often, neglected, leaky oil seals cause brake failure. That's why progressive service shops always replace seals on brake jobs—always check them carefully when greasing wheels.

It's equally important that you insist on Original Equipment Quality seals—seals you know are made to factory specifications or better. The place to get them with "Johnny-

on-the-spot" service is your Victor Jobber.

On oil seals as on gaskets your Victor Jobber serves you with the 100% complete Victor line. He's

equipped with best catalog service—the famous Victor Gasket and Oil Seal Guides—and with accurately marked stock he gives you exactly what you need for every job.

Victor Manufacturing & Gasket Co.
P.O. Box 1333, Chicago 90, Ill.

VICTOR

Sealing Products **EXCLUSIVELY**



The 100% Complete Line . . . Sold Through Leading Jobbers Everywhere

fort is possible in the case of shock replacements.

At this time we also make a quick check of alignment, an inspection of brake linings for wear and wheel cylinders and other hydraulic system parts for leakage. It's surprising how much work we uncover in these inspections, and both the customer and we can feel easier that the inspections were made and the facts of their condition are known.

But, as the old man says, that's only half the job. Finding the

trouble and telling the customer is the first step. Seeing that he *buys* the job is the next hurdle. Actually, doing the work is duck soup. We know we can take care of that part of it.

Yrs,
Ed.

Convertible Tops

(Continued from page 64)

If the top is still inoperative, place a jumper wire across the terminals of the circuit breaker and operate

the top. If the top then operates, replace the circuit breaker.

For further test procedures of an inoperative top, remove the rear seat cushion and inspect the electrical connections at the terminal bracket and the motor ground lead for tightness. Also, check all other leads for tightness.

If the top is still inoperative after all the foregoing tests have been made, the difficulty may be in the relay, instrument panel operating switch or the motor.

To determine which of the above is at fault, disconnect the red and yellow motor wires from the relay, making sure that the wires do not touch ground. Attach either one of these wires directly to the yellow wire from the circuit breaker. If the top does not operate, the difficulty lies in the electric motor.

Note: The electric motor is replaced as an assembly.

If the top operates after the motor test has been completed, the difficulty may lie in either the relay or the instrument panel switch.

To test for a defective relay, disconnect the red and yellow wires from the relay. Attach both of these wires to one dwell meter lead and the other dwell meter lead to ground. The dwell meter should indicate continuity when the switch is moved to either the "in" or "out" position.

If there is no indication on the dwell meter when the switch is operated, the top operating switch is defective and should be replaced. If continuity is indicated, the switch is satisfactory, and the difficulty is in the relay. Replace the relay.

Car-Selling Going Places!

(Continued from page 51)

breast.

Perhaps, more important, is the fact that the American public has re-discovered that it is king in the market place. After years of shortages and waiting in line to buy, consumers have re-learned to shop with a vengeance. They are more value- and price-conscious today than ever before.

In distribution, I expect to see these marketing characteristics reflected in further acceleration of the already established trend toward larger volume at a smaller markup. I also believe that success for all sellers in future markets depends on a high order of salesmanship which will empha-

Since when have YOU Compared *Quality* of RUBBER CAR MATS?

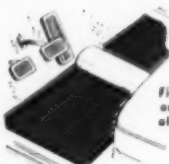
HIGH QUALITY in material, design and workmanship is a big sales advantage you always have in Monkey Grip Feather Flex auto Mats. Check these features—Compare, and see the difference.

- ✓ All new live rubber for better looks—longer wear
- ✓ Borders that protect rugs from water and slush
- ✓ Deep grooves with sharp wiping edges that clean shoes easily.

These and other quality features help you sell more Auto Mats—and serve your customers better!



Entrance mats for floor protection.



Fit floor areas of all cars.



For all standing jobs in home, office and shop.



Traction for tires in mud, snow or sand.

There's BIG
VOLUME
and PROFIT
in MONKEY GRIP
Feather Flex AUTO
And All Purpose MATS!



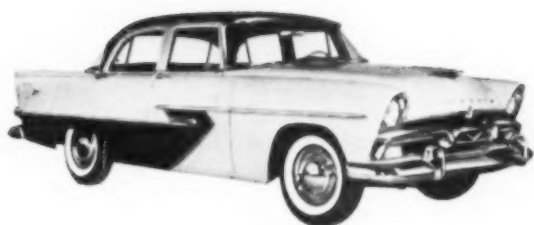
GET THE COMPLETE QUALITY STORY...

Write for sales literature and other information.



MONKEY GRIP SALES CO.

P. O. BOX 6170
DALLAS, TEXAS



PLYMOUTH



DODGE

The only factory-approved parts and



DE SOTO



CHRYSLER

accessories for Chrysler Corporation



IMPERIAL



DODGE TRUCKS

cars and trucks bear this name:

**Be sure you use MoPAR Parts
whenever you service
these cars. Available from
Plymouth, Dodge, De Soto,
Chrysler Dealers and MoPAR
Parts Wholesalers**

MOPAR

**PARTS DIVISION
CHRYSLER CORPORATION**

size quality and value rather than price alone.

We can expect even heavier expenditures for advertising as manufacturers fight to build preferences for their brands so as to gain wider retail distribution and retailer sales support. You undoubtedly have observed that advertising expenditures have climbed almost vertically since competition returned and now are at least two and one-half times those of the years immediately following World War II. . . .

The experts tell us our present record rate of population growth will mushroom further in the 1960s. Right now we are growing in this country at the rate of 50,000 persons each and every week. Or, we are adding a city the size of metropolitan Detroit each 11 months. As part of this population trend, we find the movement from farm-to-city continuing, along with the latest migration trend — that of movement from cities to surrounding suburbs and countryside, made possible largely by the

automobile and intensifying the need for more automobiles.

The population trend obviously is one of the most dynamic factors in the long-range business outlook. Each year new jobs must be created. Over the next 20 years, it is estimated that the nation's work force will grow by 20 million persons. In other words, for every three jobs available today, four will be needed by 1975. . . .

I suppose any analysis of economic outlook must take into account the day-by-day effects of competition among ourselves. This competition, in its broadest terms, exists between products and services as demand continues to expand. We hear a great deal, of course, about trade abuses as each of us makes his bid for a share of the growing market.

Watch Artificial Restraints

However, we should always bear uppermost in our minds that efforts for artificial restraint on the working of competition can only threaten the over-all system and its chances of fulfilling the great opportunity for progress that we now have. Every businessman should bear this in mind when he thinks that some kind of law to soften or limit competition in his industry might be desirable.

The only method for meeting competition for sales is the time-honored and -proven method — more and better sales effort. The rise in mass production has its counterpart in mass distribution, and the two are inseparable. Those who achieve one must achieve the other. Under our system, American businessmen have always been willing to give up some of the elements related to security for freedom of opportunity. . . .

We know now that the 12-month adjustment period between mid-1953 and mid-1954 was an inventory recession. Consumers hardly reduced their buying at all. But business, which over-built inventories during the 1952-1953 boom, moved the other way when consumer buying leveled off. This was a far cry, however, from the financial panics of earlier days, which usually were brought on by speculative binges fed by overdoses of credit.

All in all, we face a tremendous challenge in America. But the challenge involves the opportunity to build to new heights what is already the greatest industrial development and the highest standard of living in the world.

MORE PROFIT FOR YOU

As Much as \$10.00 an hour and more

When You **EXCHANGE**

with



GUARANTEED TRADE-IN ALLOWANCE

No risk on trade-in of old engine.

EVERY ENGINE PERFORMANCE TESTED

So you can sell it with confidence.

WRITTEN NEW ENGINE GUARANTEE

For your customer with every Mustang.



PRECISIONEERED ENGINES

See your automotive jobber or write to

Mustang Engines • Box 456 • Garland, Texas

Mustang Powers The Field • Available For Most Makes And Models



From Fiesta Red to Nocturne Blue you'll find the Zac-Lac colors matching the twelve colors of the Ford new-car colors. These color-fast paints are factory-packaged, factory-matched to the new car colors. For the best color match insist on Zac-Lac Ford Colors for 1956.

1956

FORD COLORS

ON

PARADE

Factory Packaged

ENAMELS • LACQUERS

Here's your opportunity to take advantage of the tremendous new-car style-toning and repaint market with Zac-Lac Ford Colors for 1956. This profitable line of enamels and lacquers is competitively priced so you can realize a full mark-up on every job. Here from one source are all the colors introduced on the '56 Fords. Here is your chance to get more jobs refinishing, two-toning and touching up. You get customer acceptance, too. Zac-Lac automotive finishes are known for long durability, excellent gloss retention, lasting beauty.

**SEE YOUR JOBBER TODAY FOR YOUR
SUPPLY OF '56 FORD COLORS**

ZAC-LAC PAINT & LACQUER CORP.

350 SIMPSON STREET, N. W., ATLANTA, GEORGIA

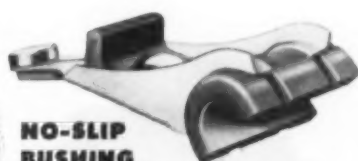
MANUFACTURERS OF: { • ENAMEL ACCELERATOR • SYNTHETIC ENAMELS • PRIMER-SURFACERS • PRIMERS
• LACQUERS • THINNERS • COMPLETE AND ACCURATE COLOR MIXING EQUIPMENT

**THE
Most Satisfactory
IGNITION CONTACTS
EVER DESIGNED.....**

**ALL THESE ECHLIN EXTRAS
FOR ALL 3 SYSTEMS
AT NO EXTRA COST
TO YOU!**



ECHLIN IGNITION OF CANADA LTD. • 1866 AVENUE ROAD • TORONTO, ONT.



**NO-SLIP
BUSHING**

**METAL FRAME EMBEDDED
INTO RECESS...
CAN'T SLIP!**

ECHLIN



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CONTACTS
COILS • CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY • NEW HAVEN 5, CONN. • U. S. A.



Anderson Nash Co., Memphis, Tenn., headed by James R. Anderson, drew over 2,000 to its grand opening. Top door prize was a choice between a refrigerator, a room air conditioner or an automatic washer. Other prizes included two puppies and clock-radio.

\$

FREE

\$28.95

Premium

GIVEN WITH PURCHASE OF ANY HEYER FAST CHARGER BEFORE DECEMBER 31, 1955.

This attractive Plastic Servicer makes money for you by selling recharges and new batteries. Also checks regulator voltage. Precision meter is 4 1/2" diameter with Koil Kord and Prod. Water capacity 2 qts. Flexible stem filler syringe is included.

BATTERY SUPER-SALESMAN Model BSF-1C Reg. price \$28.95



plus
TRADE-IN'S
up to
\$75.00



6 1/2 VOLT

HEYER

INDUSTRIES INCORPORATED, Belleville 9, New Jersey

On West Coast contact Shields, Harper & Co., Oakland 11, California

Packard Hits 10:1

(Continued from page 45)

power can be used.

For example, suppose one rear wheel is unable to get tractive grip in sand, gravel, snow, on ice or on any other adverse road condition. The Packard non-slip differential will transmit tractive force to the rear wheel on the firmer surface, and this transmission of power will be as much as 80% to the degree necessary to propel the car.

With the conventional differential, all the tractive power is absorbed by and made useless by the spinning rear wheel.

The non-slip differential plays an important safety role when an automobile must negotiate corners or sharp curves. When the conventional differential car goes around sharp corners or curves, there is always some jump sideways of the rear wheels. This is caused by the fact that when the wheels strike small bumps in the road they are normally thrown upward from the road surface. And, with the conventional differential, the wheel that is off the road, in up and down movement, will speed up so that when it hits the road it is spinning faster than it should and therefore slides on the pavement.

The Packard non-slip differential will automatically keep the rear wheels from overspeeding with respect to each other to minimize what engineers refer to as "wheel hopping."

**Mr. Dealer—Here's how to
make a \$7.15 per car sale
on an operation as simple
as an oil change!**



* Flare Liqui-Matic Fluid retails for 65¢ a qt. The average car uses 11 qts., which makes a total sale of \$7.15. In addition, many dealers make a charge for service. Your opportunity for greater profits.



**Over 10,000,000 Automatic Transmission Cars are Potential
Customers . . . Millions More Are Built Each Year!**

These units require a refill every 15,000 to 25,000 miles. The Service Manual which the Bell Company offers, fully explains how to service and refill these transmissions. Any garage or service

station can render this service. Your local jobber has FLARE LIQUI-MATIC FLUID available in convenient sizes. Contact him today.

FLARE LIQUI-MATIC TYPE "A" IS RECOMMENDED FOR ALL POWER STEERING UNITS

Free!

**New Service Manual On
Automatic Transmissions**

An illustrated service guide for mechanics and service station attendants! Contains complete details on checking, draining and refilling all cars with automatic and semi-automatic transmissions, and Hudson wet clutches. Mail the coupon today.

THE BELL COMPANY, Inc.
411 N. Wolcott Ave., Chicago 22, Ill.



THE BELL COMPANY, Inc. DEPT. SA
411 N. Wolcott Ave., Chicago 22, Ill.

Please send me immediately a free copy of your Service Manual on Automatic Transmissions.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

"From Small Repair Shop

BELMONT MOTOR CLINIC

**A. SORENSON
& SONS**

**COMPLETE AUTO REPAIR
CARBURETOR - IGNITION**

**ORIGINAL
AUTO-LITE
SERVICE PARTS**



Every service job passing through the shop has the personal attention of at least one of the Sorenson partners. Here Henry Sorenson (left) discusses a mechanical problem with Del Smith, mechanic.



Cheerful and efficient service is rendered at the cashier's cage by Rosemary White, cashier. Courtesy is a "must" with everyone in Belmont Motor Clinic.

to \$100,000 Business...

**I've Built Solidly, Steadily with
Original Service Parts**

SAYS: *Axel Sorenson*

Founder and senior partner of
Belmont Motor Clinic, Long Beach, California



Axel Sorenson came to this country from Denmark in 1912. After working at various jobs for many years, he started his own small auto repair business in 1935. Today, he and his two sons, Edward and Henry, own a business that employs two mechanics, a tune-up man, an apprentice helper, a cashier and a clean-up man—and they gross around \$100,000 per year!

"Sure, it's taken a lot of hard work," Axel says, "but what worthwhile success is ever achieved without it? We've come a long way, and we feel we can go a lot further yet. After all, I started this business myself—now I have my two boys to carry the big part of the load.

"One of the main reasons for our success is, I am sure, our policy of using nothing but genuine original service parts—no 'off brands.' We've used Auto-Lite parts for years—you can't beat them."

Quality workmanship, backed up with the quality of original service parts, has been the foundation of many an enduring success in the automotive service business. Investigate the opportunities still open to you with Auto-Lite Original Service Parts.

THE ELECTRIC AUTO-LITE COMPANY

Parts & Service Division

TOLEDO 1,

OHIO



Axel Sorenson's big, prosperous Belmont Motor Clinic started out in this small backyard garage. His present location is bursting at the seams handling \$100,000 yearly gross, and plans are under way for a new building that will practically double present work space.



The Ford Outlook

(Continued from page 49)

automobiles has been very well administered. Now, actually, you don't find companies like the big ones, or the big banks in the country that succeed and grow big by doing so on "blue sky schemes." It has to have a solid foundation under it.

To give you a little comparison, repossessions today are far lower than they were prewar, and delinquent payments, I think, are

running on about 1.2%, which is lower than it was in 1952, '53 and '54, and certainly much lower than it was in the years immediately preceding the war.

Now, I believe that it is probably good business to get a reasonable down payment. I think you will find that most of the financial institutions would probably take all of the deals they could get on a time limit of between 30 and 36 months at a third down, or maybe a fourth down, but I think it has been more talked about than

sinned against.

I think it is very stable and certainly, it has been a great factor in the growth and expansion of the country and the automobile business.

I wonder if you would comment on gas turbine development and tell me why it would take another ten years to solve it.

First, let me comment on this question of fuel consumption. It has been long known and proved that the fuel consumption on a turbine machine, from the standpoint of fuel consumption per mile, is of a higher order at high speeds. A turbo machine performs at its peak performance at high speeds. I think I indicated that a few years ago, that that line was crossed at about 60 mph, and the efficiency of the car remains stable. When the first efforts were made in this field some five or six years ago, we had three and four times the fuel requirements at speeds of 20 mph.

The Problem Is Changed

By reason of not only the heat recuperator, or the heat regenerator having been added to this system, the problem has been somewhat changed.

As I indicated yesterday, we are near to, but not quite comparable with, internal combustion. The ratio is probably at the order of ten or 15% at low power demand.

Now, those factors are susceptible of technical improvement by reason of the component works. For instance, with that, we had in the compression of the turbine, the burner, the power turner and the system in general, so that there is every evidence that the fuel economy can be brought, within a period of years of development, to a point comparable with internal combustion.

Now, with respect to metallurgy. From the very inception of our work on turbos, we devoted a very considerable amount of time and effort to metallurgical aspects, not only to the materials involved, but the processes and techniques.

If you will reflect, a turbine vane on an aircraft gas turbine costs \$54, and there are hundreds of these vanes in a turbine.

Because of the technological requirements, the pressure requirements, we have to find a way to make a turbine wheel, not only by a material development, but a process development.

So, to make a comparison of this

RMC

is your replacement source for

Air-Cooled ENGINE VALVES



Specify:



VALVES

and component parts for—
**AUTOMOTIVE,
INDUSTRIAL, FARM,
MARINE AND
OTHER INTERNAL
COMBUSTION ENGINES**

- For Lawnmowers, Garden Tractors, and other Applications—
- Guaranteed Top Quality built to exacting Original Equipment Specifications.
- Comprehensive coverage—ready for immediate delivery.
- Competitively Priced.
- Component Valve train parts also available.

Sold by leading
Automotive Parts Jobbers.
Warehoused in principal
Cities—See your RMC
Warehouse distributor.

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BATTLE CREEK
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**BASIC VALVE MANUFACTURER
FOR ORIGINAL EQUIPMENT
SINCE 1908**



how to
MAKE TIME
 on a paint job

USE
ARCO 45 *

*the automotive enamel
 that air dries
 for delivery
 in any weather
 in*

45 MINUTES

*...for two-toning new cars
 ...panel repair...and
 complete refinishing!*



* TRADE MARK

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Mail Coupon For Information
 and Color Card on Arco 45.



THE ARCO COMPANY, Dept. 103
 7301 Bessemer Avenue
 Cleveland 27, Ohio

Gentlemen: Please send me complete information on Arco 45.

Name

Company

Address

City Zone State

unit as compared to internal combustion engines, at the present time, turbo machines are purchasable in small quantities at about \$15,000 apiece, and we have to build the whole machine for \$200.

That points up the question you proposed; and, in that area we are involved in such processes. We already have developed numerous other metallurgical wheels, where the nickel is non-existent, the chroming does not exist. We have, for instance, done very excellent work to improve the ductility or

what is referred to as so-called aluminum-iron.

Aluminum-iron has been in technological journals for many years, but they were brittle. Now, we have developed techniques that appear susceptible to making the ducts and the burner from aluminum-iron.

When you talk about aluminum-iron, as compared to a high, stainless steel, however, you are talking of a highly different magnitude, of course, and throughout the system, we have put our effort in

the components, and in the requirements of the future, from that standpoint and, also, from the technically-functional aspects of that, so there is a high degree of enthusiasm and real certainty as to the possibility of solving these problems.

But, again, let me modify the time aspect. These things do not happen in a minute. As I indicated, there will be increasing numbers of vehicles within passing years—I can't break that down—we have vehicles running, we have vehicle designs and engines adaptable, but it certainly has no reflection upon the immediate future of the internal combustion engine.

How many cars do you think the industry will sell next year?

The 1956 Production Goal

Our plans are to go right ahead and produce all the cars at capacity, including overtime, as long as the public buys them, and keeps on buying them.

We have a scheduling meeting every month, so it is quite flexible. We set our basic production schedule on the basis of dealers' orders for that month, and forecast orders for the next month.

We see nothing in the future that could cause us to have anything but optimism.

Do you feel your markets, percentage-wise, would be higher next year than this year and in previous years?

Definitely yes, because, as Mr. Ford has told you and some of the other boys, our penetration would have been higher this year, but when you produce all the automobiles, and working all the hours overtime that you can possibly work, and sell all of them, you know you could have sold more cars because your dealers are always yelling about shortages.

So, next year, we are going to have more productive capacity and unless the market runs away from us for next year, we expect our penetration to be higher.

Would you say the German Volkswagen is selling well in this country, and, if so, does Ford Motor Co. plan to go into small-car development?

The Volkswagen is really selling a lot of cars at the present time. We have looked at that question many, many times, but we have concluded that we think the line of cars that we have now satisfy the market as best we can do it,

**HAVE YOU HEARD?
PRATT HAS A
MUFFLER
FOR EVERY VEHICLE!**

**YES!
AND THERE'S MORE
PROFIT WITH
PRATT, TOO!**

**STOP
USING ORDINARY
MUFFLERS**

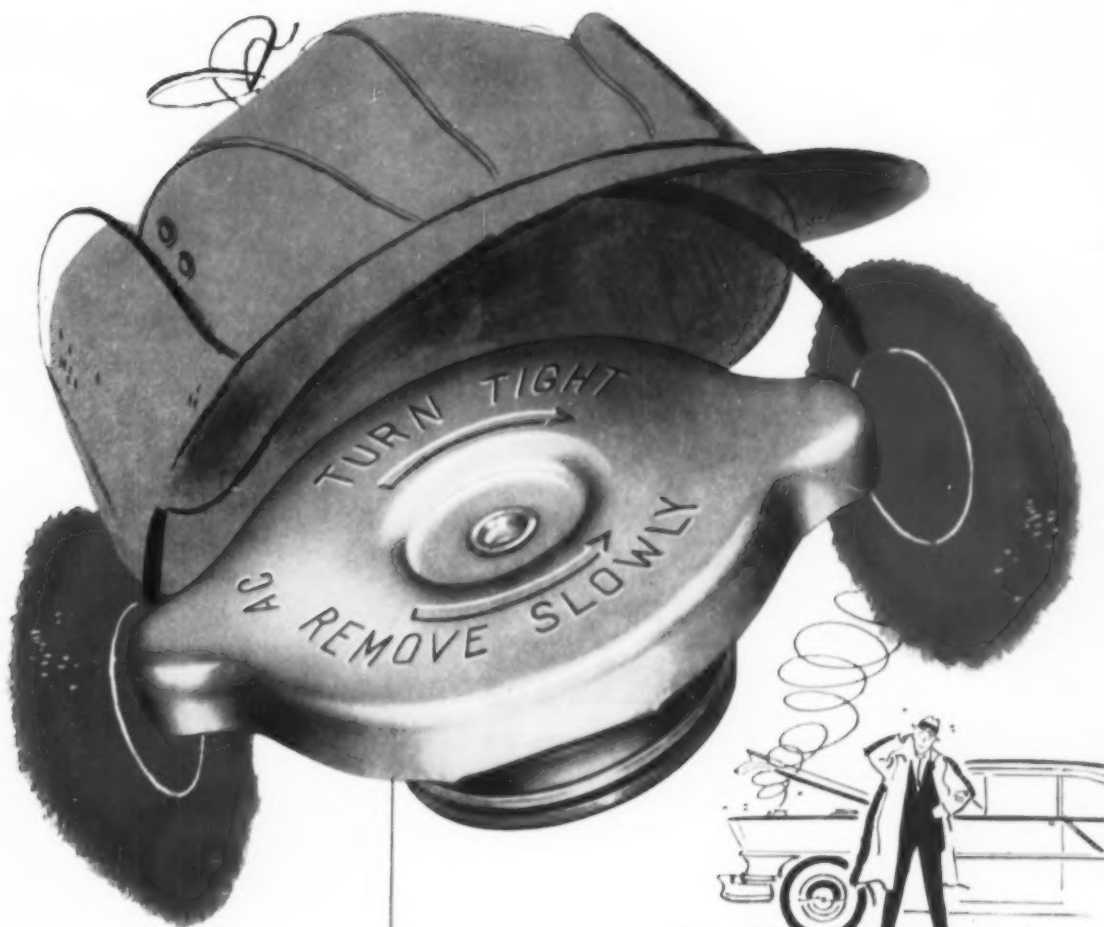
**GET READY
FOR PROFIT**

**GO
WITH PRATT**

PRATT preferred **MUFFLERS**

TAIL & EXHAUST PIPES

PRATT INDUSTRIES, INC. 1600 S. Ashland Ave., Chicago 8, Ill.



**This cap can
keep your
customers'
cars from
freezing up
this winter!**

If your customers' radiator pressure caps are two or more years old, they're taking a chance on radiator freeze-up this winter. And, *you're* taking a chance that those same customers' annoyance may be directed at you!

They may feel that you should have warned them that a faulty radiator pressure cap can cause loss of antifreeze . . . and serious danger of freeze-up.

In that fact lies a real profit opportunity for you, too . . . as well as a chance to protect your customers and their cars.

So, when you sell antifreeze, suggest replacement of the cap! It's a sales approach that will sell caps for you. It will make money for you. It will help keep *your* customers happy!

Also available, a complete line of AC Oil Breather Caps and Gasoline Caps.

PREVENTS SURGE LOSSES!

A faulty pressure cap permits antifreeze to surge out through the radiator overflow pipe every time brakes are applied. This cannot happen with a new AC Cap.

PREVENTS EVAPORATION LOSSES!

Alcohol can boil away when the pressure cap gaskets or springs are not up to new cap standards. A new AC Cap eliminates evaporation loss.



Available quickly from your regular AC supplier

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

and we have no plans to get into the small car line.

Breech: However, I would like to qualify Mr. Ford's remark that they are really selling a lot of cars. Regarding the Volkswagen, I would say relatively that what they sell for a year is not one day's production here.

Ford: I think the figure is somewhere around 30,000, and they sell more foreign cars than all the other foreign-car manufacturers put together. So, speaking relatively, of course, their sales in the

U. S. would mean a lot to them.

A fellow up in Flint said he was gunning for the number two spot. I wonder if you are going to finish first this year?

Ford: You mean Buick?

Yes.

Ford: We hope so. We think we have a very good chance.

Breech: My answer to that is he is going to beat Chevrolet, then.

Are you contemplating any more dealers with the influx of population?

I am sure we will have to have

more dealers to sell a greater number of cars. That is part of our growth.

Chevrolet Moves to 205hp

(Continued from page 44)

which totaled almost a million in the company's 1955-model production. One develops 162hp and is installed in cars with the standard shift. The second is designed for Powerglide and produces 170hp. The Super Turbo-Fire with four-barrel carburetor furnishes 205hp. Fitted with a new head, the compression ratio of the Super is at an all-time Chevrolet high of 9.25 to 1.

V-8 refinements include a new high lift camshaft which results in more power for the regular Turbo-Fire Powerglide engine and the Super. Hydraulic valve lifters are standard on all eights.

Rear engine mounts have been reformed for isolation of noise and vibration. An electric water temperature gauge replaces the former tube type. Enlarged exhaust crossover passages will make for quicker warm-up in cold weather. Dual exhausts are extended to station wagons where the Super Turbo-Fire V-8 is specified. New sealed beam headlamps give better illumination of roadside ditches and are standard on all cars. A precision headlamp aiming device is exclusive in Chevrolet's field.

Directional signals, formerly an extra cost item, are now standard equipment. The 12-volt ignition system pioneered by Chevrolet in the low-price field has been improved. Batteries carry a 36-month warranty instead of 21. Spark plugs have ribbed porcelain insulators that offer 25% greater resistance to flash-over. A new and longer neoprene boot supplies greater protection to six-cylinder engine plugs.

Nylon Cord Tires Show Demand

TWICE as many persons are riding on nylon cord tires today as were a year ago.

This was indicated by a Du Pont Co. survey, reported at the annual convention of the National Association of Independent Tire Dealers last month. It showed that the retail dollar volume of nylon tires has more than doubled in the last year and has quadrupled in just two years.



DON'T LOSE RING JOBS

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... unequalled in value, unsurpassed in performance. Don't ever take a chance on losing a ring job simply because the cost is just a few dollars more than the customer can pay. When you want a fine piston ring inexpensively priced—giving your customer the best possible job, at the least cost—use Continental Piston Rings.

At a considerable saving, the performance of Continental Steel-Flex or Chrome-Flex Piston Rings will equal or better that of any other piston rings on the market today.

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MEMPHIS, TENNESSEE

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NIEHOFF TSC-15 PORTABLE REGULATOR TESTER

- Rolls right up to the car at handy fender height. Strong, lightweight aluminum frame. Tool "caddy" tray.
- New easy-to-read meters test both 6 and 12 volt systems.
- Step-by-step picture manual shows how to troubleshoot regulators and generators.

Roll up bigger ignition profits . . . faster, easier, *surer!* With this new easy-gliding stand you lose no time looking for a place to put the tester . . . no danger of dropping or damage.

Test units on car regardless of battery condition . . . regulator, generator, current draw of all units except starter, voltage drops in wiring.

The big eye-angle meters feature a separate scale for each voltage range. Rear compartment carries Niehoff's new trouble-shooting manual. Illustrated step-by-step, it shows you how to hook-up and how to make all tests on all popular systems. Included with both TSC-15 and T-15.

\$6500
Dealer Price

T-15 TESTER without stand. Includes leads, clips and troubleshooting manual. (Shipping weight apx. 7 lbs.)

Dealer Price **\$49.50**



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**THIS BATTERY SELLS ITSELF...
WHEN YOU SEE IT YOU'LL KNOW WHY!**

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One of the most revolutionary features of the Cellomatic is "Selenium Power Dry Pack." This feature, exclusive with the Cellomatic, allows all Cellomatic batteries to be shipped dry to distributor or dealer. **NO ACID IS HANDLED AT ANY TIME. ONLY THE ADDITION OF WATER IS NEEDED!** The Cellomatic battery with "Selenium Power Dry Pack" can be stored **INDEFINITELY**. Cellomatic eliminates the dry charge method and the cumbersome, messy wet pack. In so doing, it puts hundreds of needlessly spent overhead dollars back in your pocket. **PLUS**, the Cellomatic design, mechanics and chemistry is protected under one or more of the following patents:

Patent numbers, 637 (Guatemala); 55187 (Mexico); 2,714,081 (U.S.); 2,715,082 (U.S.); 2,715,149 (U.S.); 2,715,148 (U.S.); 2,715,150 (U.S.); 2,715,151 (U.S.). **CELLOMATIC**—Reg. U. S. Pat. Office. Cert. No. 609,483. Other patents pending.

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The Cellomatic is the only battery in the world that carries a perpetual guarantee. Unlike batteries with limited guarantees, the Cellomatic can be transferred from one vehicle to another and from one owner to another under the same perpetual guarantee. No complicated warranty or guarantee slips are needed. The Cellomatic battery is its own guarantee.

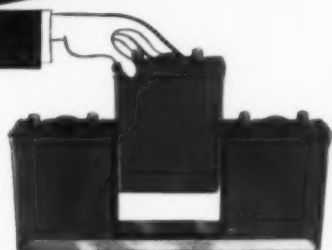
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Incorporated into the Cellomatic along with the amazing "Selenium Power Dry Pack" is the most practical battery design of half a century. **ONLY** the Cellomatic is built in three demountable sections allowing any cell to be replaced within seconds. No longer is the consumer's battery dollar reduced to the pennies of salvage when for **ANY** reason a cell in his battery goes dead. The individual cell cases are made of rugged, colorful, "high impact" polystyrene. This amazing plastic development forms a near perfect dielectric aiding immeasurably the elimination of self-discharge. Completely acid resistant, polystyrene does away with harmful organic case impurities. Individual cells can be replaced for as low as 50¢ each making economy the key note in Cellomatic's demountable cell design.

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The Cellomatic is truly a premium battery selling at a popular price. The finest materials coupled with the new manufacturing developments inherent in "Selenium Power Dry Pack" and demountable cell assembly will give Cellomatic the dominant position in the volume sales market.

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560 Billion Miles a Year—That's How American Drivers Are Rolling

SIXTY-ONE million registered motor vehicles and 72 million licensed drivers in the U. S. today are piling up mileage at the unprecedented rate of more than 560 billion miles a year, the Automobile Manufacturers Association reports.

This is an average of approxi-

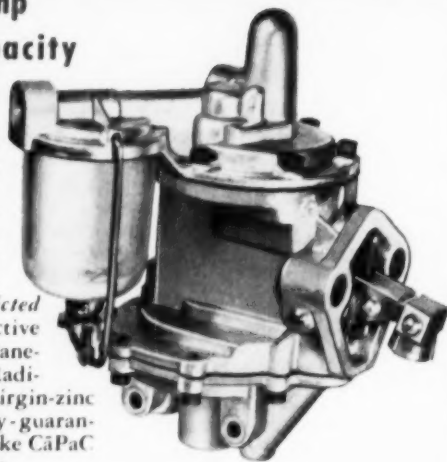
mately 9,200 miles per vehicle and 7,800 miles per driver.

The AMA released these and hundreds of other facts about highway transportation and the automotive industry as it introduced the 35th edition of its annual statistical handbook, *Automobile Facts and Figures*.

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High Volatile Motor Fuels create the vital need for *increased fuel-flow Capacity* to resist vapor formation. The New CāPaC Fuel Pump is engineered for Maximum Capacity. It features an exclusive CāPaC-designed Valve Cage Assembly with special "blended radii" that permits *unrestricted Free Flow*. Many other distinctive CāPaC features such as Airplane-Quality Alloy Steel Linkage—Radius—Ground Rocker Arms—Virgin-zinc castings—and unconditionally-guaranteed Diaphragms—all go to make CāPaC an outstanding quality product.



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CāPaC FUEL PUMPS are an engineering achievement of Wells Manufacturing Corporation—a company that has turned out dependable quality automotive products for over 50 years. Every pump reflects the benefit of long years of special-

ized experience. You can install them with full confidence that they will render outstanding performance over an extra long life... eliminate costly, customer-losing, comebacks. See them at your Wells distributor today or write us.

Dependable Quality For Over 50 Years

WELLS MANUFACTURING CORPORATION • FOND DU LAC, WIS.
FUEL PUMPS • IGNITION PARTS • BATTERY ESSENTIALS

The new edition contains some 80 pages of tables, charts and indexes, covering a wide range of subjects relative to motor vehicle production and use.

A special feature is the 15-page section devoted to highway subjects. Among the many highway facts presented are these:

1.—Motor vehicle registrations and travel mileage on the nation's highways are due to increase more than 33% by 1965.

2.—Inadequate roads today are costing U.S. motorists more than \$5 billion a year.

3.—To correct road inadequacies, \$101 billion will be needed for highway construction during the next ten years.

4.—Half of the anticipated traffic growth in the coming decade will be on the 40,000-mile interstate highway system.

5.—Highway construction and maintenance costs per mile have doubled since 1941.

The following are other highlights from the publication:

Taxes take 24 cents out of every dollar spent for the purchase of an automobile. Special automotive taxes paid by U. S. motorists in 1954 totaled \$6.2 billion.

There are 3.3 persons per passenger car registered in the U.S. or an average of one car per family. Seventy-one per cent of the nation's families own at least one automobile, and approximately 12% of car-owning families own two or more cars.

Two out of every three passenger cars produced and three out of every four trucks produced in 1954 were sold as replacements for vehicles scrapped. An estimated total of four million vehicles were scrapped in 1954.

Seventy per cent of the world's passenger car production is in the U. S. Of world passenger car registrations, 73% are in this country.

Auto loans repaid in 1954 equalled the amount of loans extended during the year — \$12.5 billion. Loans outstanding at the end of the year totaled \$10.3 billion.

White Promotes Missourian

The White Motor Co. has advanced John E. Chambers from branch wholesale manager to branch manager. Chambers, who is a native Missourian, graduated from Central Missouri State College and joined White in 1950 as a retail salesman.

Would a Big Profit Business Like This Interest You?



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TALK ABOUT PROFIT, it's there with Bear!

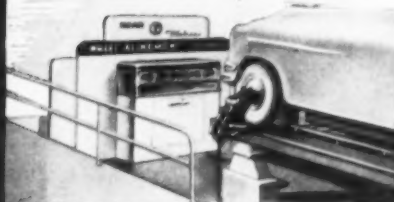
**Norm Miller of Los Angeles
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"Norm" Miller is one of thousands of Bear operators, who prove beyond question that the more Bear equipment you have, the more money you make! Norm's present set-up is in one large pit with a Telaliner, three 3831-89's, one 195-84, two Bear Balancers, and a Drive-Over Alinement Tester to sell jobs and make the "final weight load" toe settings. Of course, he features the Bear Sign— it brings in business, because it's the best known, and it's nationally advertised in the **POST**

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Telaliner . . . wheel alinement at its Finest!
The newest way to sell and do alinement work. Scientifically checks and corrects mis-alinement by latest electro-magnetic method which is fast and easy. Sells more alinement jobs by exposing steering troubles right before customer's eyes!



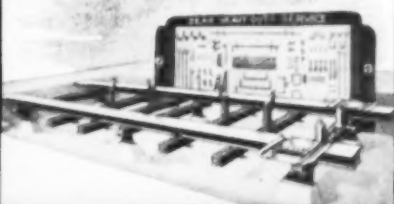
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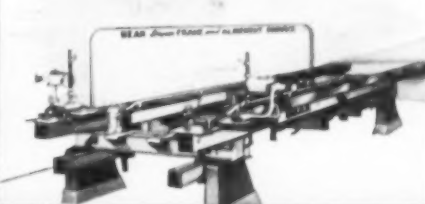
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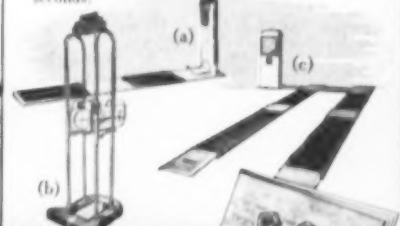
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105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU 291, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

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Company, 1001 W. 12th St., Chicago, Illinois.

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121 OIL FILTER MANUAL — Cartridge installation manual emphasizing easier service on late model cars with hard-to-reach filters. Illustrated instructions for cars thru '54, with cross reference chart. Wix Corporation, 1211 Ozark St., Gastonia, N. C.

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124 COMPLETE DIETZ CATALOG — Illustrates and describes the DIETZ complete line of Turn Signals, Clearance Marker Lights, Stop and Tail Lights, Headlights and Spotlights, Mirrors, and other lighting and signal equipment for passenger cars, trucks, buses and tractors. This 20 page, color catalog also shows displays and merchandising aids and is indexed and Kalamazoo punched for easy reference and filing. R. E. Dietz Co., 225 Wilkinson St., Syracuse 1, N. Y.

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150 ELECTRIC POWER DRIVE — Bulletin DH 397 contains complete information on the New Manley P.D. electric power drive which now requires no power take-off. Gives the operator a movable push-button control. Make a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

153 SERVICE MANUAL FOR SPARK-PLUGS and how to properly service them is completely described in the new SERVICE MANUAL No. 7K now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

154 BLUEPRINT FOR PROFIT — A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to get up. Inland Mfg. Co., 1108 Jackson St., Omaha 6, Neb.

157 ARROW CATALOG NO. 59-C — Describing complete line of generators, starter motors and armatures. Complete car application data is included in this booklet for all passenger cars, tractor and farm implements through 1955. Arrow Armatures Co., Dealer Service Dept., P. O. Box 1438, Spartanburg, S. C.

159 CONNECTING ROD RECONDITIONING — Bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 135 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2335 Burbank St., Dallas, Texas.

164 AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS — New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX68-1 Airtex Automotive Division, Inc., Fairfield, Ill.

167 TOOL CHEST BULLETIN — Descriptive literature of the Huet tool chests and cabinets including the Huet Porta Cab designed for you to have rolling storage for tools. Huet Mfg. Company, 507 N. Wheeler St., St. Paul 4, Minn.

168 CRANKSHAFT GRINDER MANUAL — A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 18-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 18-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 2335 Burbank St., Dallas, Texas.

180 THE LAMSON NO. 53-A AUTOMOTIVE CATALOG — A complete reference book on the most popular sizes of cap screws, nuts, lock nuts, cotter pins, sleeve bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 85th St., Cleveland 3, Ohio.

185 SERVICE MANUAL FOR THE DOCTOR OF MOTORS — A comprehensive and thorough reference book, which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools and an interesting informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

192 THREE HELPFUL SPECIFICATION SHEETS deal with baked enamel refinishing, air dry enamel and lacquer refinishing. These sheets give full information from preparation treatment to the finishing steps. Included also is a discussion of the common problems encountered in paint shops and how best to overcome them. The Arrow Company, 7801 Beasomer Ave., Cleveland 37, Ohio.

193 WIRE & CABLE CATALOG — A 34-page catalog covering every automotive use of electric wire and cable, complete with specification data — Electric Auto-Lite Co., Spark Plug Division, Champion & Chevrolet St., Toledo 1, Ohio.

195 CATALOG — Presenting the entire Yankee Line of lamps, mirrors and specialties in twenty pages. Each item is illustrated and given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various points of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

198 KWI-EWAY "VALVE FUND-TIONS" — A publication of interest to every shop operator servicing internal combustion engines. Write for your copy today. Cedar Rapids Engineering Co., 918 17th St. N.E., Cedar Rapids, Iowa.

202 FABRIC RENEWAL — For convertible tops, upholstery and headliners is shown in colorful literature offered by the Miller Mfg. Co., 1100 N. 22nd St., Camden 6, N. J.

206 HEATING — Replacement catalogs, for jobbers only, showing exchange numbers for carburetors, generators, starters, field coils, distributors, fuel pumps and the entire line of Hastings' rebuilt parts for passenger cars and trucks. The Hastings Co., King, N. C.

210 COLUMBUS LUXURY RIDE SHOE ABSORBER CATALOG AND DESCRIPTIVE BOOKLET — Latest alphabetical car listing and factory-recommended

installation information featured in 12 page catalog and a booklet describing a completely new principle in automobile shock absorbers. Blackthorn Mfg. & Supply Co., Littleton, Colo.

213 SHOCK ABSORBER CATALOG NO. 380-T-A — A 16 page listing by numbers or by makes — shock absorbers for every automotive need — passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

215 LAMER CATALOG PAGE — Both sides feature passenger car overloads and booster springs. Includes specifications and prices. Laher Spring & Tire Corp., 200 Madison Ave., Memphis, Tenn.

216 "BEHIND THE SCENES" — Facts and figures on how heavy duty ignition parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

220 1955 LARGO BRAKE SHOE APPLICATION CATALOG — Complete listing of brake shoe number, P.M.S.I. number, rear, make and model of automobile. Available upon request. Laher Spring & Tire Corp., 200 Madison Ave., Memphis, Tenn.

222 "WHAT PRICE QUALITY" — Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

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232 HEATER CATALOG AND ENVELOPE STUFFER — Beautifully illustrated 12 page catalog and stuffer contains description and specifications of all the Hadeco's products, including detailed information on Hadeco brand new Conditionaire. Also safety fans, undercoat heating, truck heating and many more. Hadeco Heater Division, Rockford, Ill.

257 RUBBER PRODUCTS — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Dean Mfg. Co., 1735 London Road, Cleveland 19, Ohio.

262 OIL FILTER SELLING AIDS — How to get extra profits in oil filter service sales. A profit making group of sales tools for dealers — the KH-50 assortment of filter cartridges and hand tools for use in servicing the hard-to-get-at as well as readily accessible filters on today's passenger cars. Wix Director for pumpable demonstration of condition of oil. KH-50 Cartridge Display Rack and Wall Chart Interchange Guide for all Cartridge applications. Ask for catalog showing complete line of Full Flow and By-Pass system cartridges, filters, fittings and lines, plus sales active WIX outlets. Wix Corporation, Goodyear, N. C.

263 HAND TOOL CATALOG NO. 51M — 54 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. The New Britain Machine Co., Box 1940 New Britain, Conn.

267 AUTOMOTIVE BEARINGS — Catalog 50-08 — a 68 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.

314 WAGNER BRAKE PARTS CATALOG — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as OxiMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6808 Plymouth Avenue, St. Louis 14, Missouri.

317 GRISLEY BRAKE BONDING CATALOG — Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping devices and gas and electric systems for bonding. Complete listing of Safibond segments and applications. Grisley Mfg. Co., Fenitling, Ohio.

336 NEW FILKO IGNITION PARTS CATALOG — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. Now simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 444 W. Chicago Avenue, Chicago 11, Ill.

338 AUTO LAMP SERVICING GUIDE — Illustrated and handy reference with replacement charts and instructions for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also con-

plete information on servicing directional signal flashers. Tong-Hel Electric Inc., 93 Eighth Ave., Newark 4, New Jersey.

340 RADIATOR AND WATER CLEANER — Catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models fit all cars, trucks and buses. Cartridge easily and quickly changed. Fram Corporation, Ramford Post Office, Providence 14, R. I.

341 SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS — Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflo, Power Glide, Ultramatic, Chrysler Fluid Drive and Hudson Wet Clutch. The Bell Co., Inc., 411 N. Wolcott Ave., Chicago, Ill.

345 HYDRAULIC BRAKE WALL CHART — Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. The Automotive Corp., P. O. Box 701, Middletown, Conn.

358 G-N SAFETY LIGHTING SERVICE MANUAL — Tells how to sell automotive lighting service. . . . How to aim headlights. . . . What lamps to stock. . . . Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electric Co., Nela Park, Cleveland 11, Ohio.

361 NEW "QUICK REFERENCE" GASKET CATALOG — Complete easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. Now Cataloging style makes gasket selection simple and easy. Write for your free copy today. Fel-Pro Products Mfg. Co., 1608 Carroll Ave., Chicago 7, Ill.

370 EMERALD MFG. CO. — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rex Motor Tune-Up Oil. Shows uses, prices, descriptions, dealer information. Emerald Mfg. Co., 343 W. 69th St., N. Y. 28, N. Y.

383 TIME SAVING ELECTRO IMPACT TOOLS — Price list, complete details on electric impact tools, sockets and accessories, and twelve multipurpose uses where impact tools can save up to 90% of time required by hand methods. John K. Uhler, Ingersoll-Rand Co., Philadelphia, N. J.

389 "FACTS OF LIFE" — ENGINE LIFE — 16 page booklet on common engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Engine Division, Hastings Manufacturing Co., Hastings, Michigan.

407 A B C'S OF SAFE PROFITABLE TIRE SERVICE — A 24 page book just published by Bowes "Real Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as recommending trade-ins for profitable resale. Bowes "Real Fast" Corp., 147 North Pine Street, Indianapolis 1, Indiana.

416 TAIL PIPE REPAIR KIT — A four page color catalog describing the Quaker Heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 515 Whitman St., Montgomery, Alabama.

420 SIOUX TOOLS — Illustrated and descriptive condensed 18 page Catalog No. 108-D of SIOUX Portable Electric Tools for automotive repair and maintenance. Albertson & Company, Inc., 5100 Lowell Ave., Sioux City, Iowa.

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Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished. You may enter a new subscription or renew a present subscription with the card also. Subscription rates \$1.00 per year; 3 years \$2.00.

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New Products to Build Sales

(Continued from page 41)

713—Headlamp Tool

A tool to speed up changing headlamps on 1955-56 General Motors cars, on which springs have replaced screws in the housing construction, has been introduced by Tung-Sol Electric, Inc., 95 Eighth Ave., Newark 4, N. J.

Resembling an old-fashioned button-hook, the tool facilitates "fish-



ing out" the spring to install the replacement.

Want more info? Use coupon on page 98 and you will get it!

714—Hydraulic Press

A 30-ton hydraulic shop press, featuring horizontal bed channels which extend beyond the upright channels forming open throat work area, has been introduced by Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The unit has window openings in the upright channels accommodating bars and long shafts for straightening or service work. An adjusting wheel at the top of the frame permits fast, easy adjustments of the



bed channels and the adjustable cross head attachment affords full horizontal ram adjustment for off-center jobs, the announcement said.

Want more info? Use coupon on page 98 and you will get it!

715—Rim Protector

A tubeless tire rim protective compound, reported to lubricate the rim

for mounting a tire as well as to protect the metal against rusting, has been announced by Bishman Manufacturing Co., Osseo, Minn.

Rust on the inside of the rim and around the wheel rivets due to moisture from air lines is largely eliminated, the announcement said.

Want more info? Use coupon on page 98 and you will get it! (More New Products on page 102)

SELIG'S "SNOW"

THE NEW SENSATIONAL CAR AND TRUCK WASHING POWDER...

✓ Softens hardest water and "rips" off toughest dirt film

✓ Contains no filler, caustics or alkalies

✓ 100% active cleaning agents

✓ Fast drying... contains no soap or fats

✓ Concentrated... a little goes a long way

✓ Will not remove or dull a waxed or porcelainized surface

✓ Will not spot or stain metal bodies or injure paint or decals

• Will Double Your Car Wash Profits

• Makes Truck Washing Cheaper and Easier



UP TO 50% MORE PROFIT IN ANY SIZE DRUM

One to two ounces of "SNOW" in two gallons of water produces an abundance of suds which will remain stable for many hours permitting more "clean vehicles per ounce!"

THE SELIG COMPANY
242 Marietta St., N. W., Atlanta, Ga.

- ☐ Please send a 20 gal. trial drum of "SNOW"
- ☐ Please send more information on "SNOW"

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THE SELIG COMPANY

Serving the automotive and trucking industry since 1896.

ATLANTA DALLAS KANSAS CITY
HOUSTON NEW ORLEANS



UMS HAS IT!

...EVERYTHING IT TAKES TO BUILD UP YOUR REPAIR BUSINESS

... and we mean *everything*! The strongest advertising program in the industry—the world's largest readymade market—individual merchandising campaigns that were planned by experts—and a lot more that you can read about on these pages. That isn't all though; there's still more that you can find out about from your United Motors Distributor. He'll explain the many and unique sales advantages that

servicemen enjoy when they handle world-famous General Motors products.

Take the time to compare all the help that UMS offers its dealers, with any other line in the business—and like thousands and thousands of other dealers you too will say, "Man, when it comes to sales assistance, UMS *really* has it!"—and more important, you profit by it.

Tune in . . . ON TV . . . Spectacular "Wide Wide World," NBC Network.

ON RADIO . . . Lowell Thomas Newscast on the CBS Network. See your local listings for time and station.

WORLD'S LARGEST PRESOLD MARKET

As original equipment on nearly half of the cars on the road, the UMS lines have paved the way to a readymade market that is unparalleled in the automotive industry. All are "name" products that are known and respected for fine performance.



GREATEST MERCHANDISING PROGRAM IN THE INDUSTRY

It's the greatest not only because it includes so many sales aids, but because merchandising programs are worked out individually for each product, and are specifically planned and timed to hit with all possible force—assuring you of good results.



STRONGEST ADVERTISING SUPPORT EVER

A phenomenal advertising campaign, including 271 advertisements in leading magazines, has been designed to presell your customers. It's national in scope, but local in effect. People in your community, your block, will read these advertisements—and you will profit.



MODERN SERVICE SCHOOLS

Facilities for free, expert instruction in the repair and maintenance of automotive equipment are available through United Motors at the General Motors Training Center nearest you.



COMPLETE CATALOG AND SERVICE INFORMATION

Quick, easy-to-use application and service information comes to you on all UMS lines, through the most complete and up-to-date catalog service in the industry.



NATIONWIDE AVAILABILITY

The right part, right there, right when you want it. That's what doing business with United Motors means. There are nearby United Motors Distributors, backed up by the huge inventories of a nationwide system of GM and UMS warehouses.



SEE YOUR UNITED MOTORS DISTRIBUTOR

GENERAL MOTORS PRODUCTS • UNITED MOTORS LINES



**OVER 53,000,000
CARS' WORTH OF
EXPERIENCE
BEHIND THESE
UNITED MOTORS
LINES**

**ORIGINAL EQUIPMENT
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**BUICK • Cadillac
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PLUS—

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NEW DEPARTURE BALL BEARINGS
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MORaine GASOLINE FILTERS
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KLAXON HORNS
ROCHESTER LIGHTERS
Delco-Remy STARTING,
LIGHTING, IGNITION
GM HYDRA-MATIC
UNITS AND PARTS

More New Products

(Continued from page 99)

716—Fuel Line

A metal braided fuel line with a neoprene inner tube, featuring a high degree of flexibility said to simplify connections in hard-to-get-at installations, has been introduced by Planet Metal Products Corp., 964 Dean St., Brooklyn 38, N. Y.

The fuel line is non-kinking and may be curved, twisted or knotted without impairing flow of fuel, the

announcement said. Popular assortments are available on metal display racks and an application wall chart has been issued.

Want more info? Use coupon on page 98 and you will get it!

717—Leather Cleaner

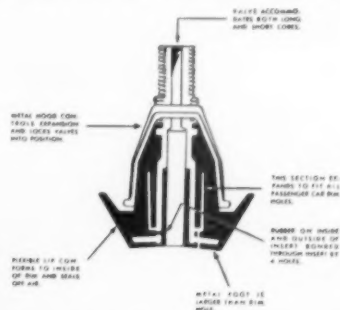
A leather cleaner and softener, which helps eliminate electric shocks, has been announced by Chemical Division, Choldun Manufacturing Corp., 331 East St., New Haven, Conn. It comes in 16-oz. bottles for consumer sales and one-gallon cans for commercial use.

Want more info? Use coupon on page 98 and you will get it!

718—Tubeless Valve

A tubeless tire valve, said to require no tools for installation and to fit most passenger-car rims, including safety ovals, has been introduced by Acme Air Appliance Co., Inc., 100-120 Hinsdale St., Brooklyn 7, N. Y.

The valve features a brass chrome-plated hood that screws over the top



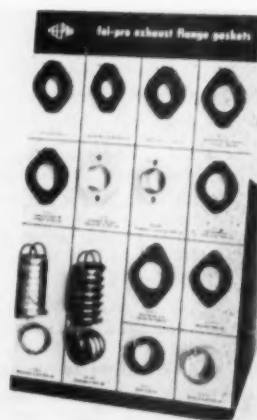
of the valve after insertion through the rim hole. A rubber lip adapts to the contours of the inside of the rim to form an air-tight seal.

Want more info? Use coupon on page 98 and you will get it!

719—Exhaust Display

An exhaust flange assortment displayed on a hang-up board, which will service all popular cars, has been announced by Felt Products Manufacturing Co., 1508 Carroll Ave., Chicago 7, Ill.

The 18" x 29" board has eyelets for hanging on the wall, hooks to



keep the flanges visible for stock control and indexing for quick selection.

Want more info? Use coupon on page 98 and you will get it!

720—Windshield Solvent

A windshield wiper solvent, which aids in removal of bug spatter, road film, tree sap, oil and grime and which can be used all year round, is available from Zecol, Inc., 3270 S. Third St., Milwaukee, Wis.

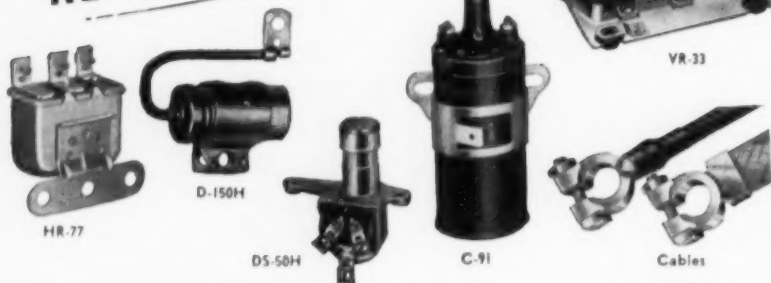
The solvent helps prevent jar breakage in winter and can be used as a glass cleaner.

Want more info? Use coupon on page 98 and you will get it!

Favorably Known the World Over...



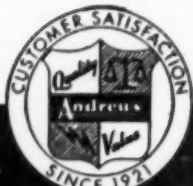
35 YEARS OF SERVICE TO
THE AUTOMOTIVE
REPLACEMENT MARKET



The complete line of Ignition Parts—Wire and Cables for the Ignition Specialists of the world. Write for our new catalog No. 55E.

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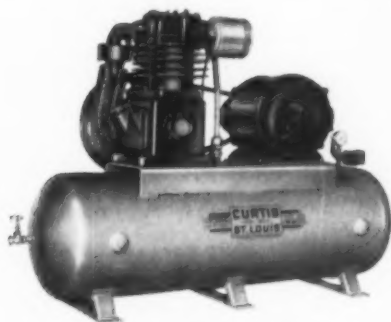
TWO-POST SHOP LIFT... FOR PASSENGER CARS AND LIGHT TRUCKS

Lower installation cost—no long, deep pit required... 60" wheel base range, 72" rise provides ample head room. Deep front yoke for greater front-end accessibility. Also Roll-On and Free-Wheel Type Lifts.



FULL AND SEMI-HYDRAULIC FRAME LIFTS

Wheels hang free, for faster wheel, tire and brake work. Springs are relaxed and bearings free for faster and more thorough lubrication, adjustment and repairs. Full under-car accessibility.



TANK-MOUNTED AIR COMPRESSORS

1/4 to 15 H. P. Inclusive

From 1 to 78 cubic feet displacement (also simple and base-mounted units up to 300 cu. ft.). Single and two stage... Timken bearings... self-oiling. ASME National Board 200 lb. tank. Positive un-loader protects motor.

**Handle more
jobs...QUICKER**

with modern

Curtis

**SERVICE
EQUIPMENT**



HIGH-PRESSURE HYDRAULIC CAR WASHER

For faster, better, more profitable wash jobs... 300 lbs. pressure. Long-lasting, self-oiling pump with brass-lined cylinders. Full accessibility... quiet running... precision built.

OTHER CURTIS PRODUCTS...

INDUSTRIAL AIR COMPRESSORS AND AIR HOISTS,
COMMERCIAL AND HOME AIR CONDITIONING

Curtis

PNEUMATIC MACHINERY DIVISION

of Curtis Manufacturing Company

1938 KIENLEN AVENUE • ST. LOUIS 20, MISSOURI

721—Sidewall Cleaner

A white sidewall cleaner in a polyethylene container equipped with sprayer has been introduced by Mac's Super Gloss Co., Inc., 6040 N. Figueroa St., Los Angeles 42, Calif. It is sprayed on, wiped and rinsed.

Want more info? Use coupon on page 98 and you will get it!

722—Muffler

A muffler designed especially for low-frequency noise peaks as well as full range of engine noise has been announced by Maremont Automotive Products, Inc., S. Ashland Ave. at 16th St., Chicago 8, Ill.

Designed for use on Plymouth, Dodge, DeSoto and Chrysler products, the muffler features reinforced body ribs and multiple internal supports. It is said to remove as much as 33 decibels of sound at a noise peak of 135 cycles per second.

Want more info? Use coupon on page 98 and you will get it!

723—Revolving Light

A revolving warning light for emergency vehicles of fire departments, police, ambulances, wreckers, etc., has been announced by Trippe Manufacturing Co., 218 N. Jefferson St., Chicago, Ill.

The ball of light throws rays in all

directions from a reflective screen as a parabolic mirror turns once a second around a 100-c. p. bulb. Domes are available in red, amber, blue, green or clear.

Want more info? Use coupon on page 98 and you will get it!

724—Retracting Reels

Retracting ceiling lubricating reels, featuring adjustable retraction speed and automatic latching, have been announced by Lincoln Engineering Co., 5701 Natural Bridge Blvd., St. Louis 20, Mo.

Hose extension is adjustable and the reel latch locks automatically



when the reel-out is stopped. The safety lock works when the air pressure is turned off at either compressor or air line, the announcement said.

Want more info? Use coupon on page 98 and you will get it!

725—Vacuum Cleaner

A vacuum cleaner, featuring an accordion hose which can turn corners, an automatic exhaust cover to protect the motor from water spray and semi-pneumatic tires and holders, has been introduced by Choldun Manufacturing Corp., Equipment Div., 331 East St., New Haven, Conn.

The cleaner has an automatic motor lock and cord holder, a removable container and a positive brake.

Want more info? Use coupon on page 98 and you will get it!



(Continued on page 108)



a small item
...but mighty important

DOLE DV THERMOSTATS

help restore smooth engine performance

Thermostats are small items—but don't overlook them. Check the thermostat on every motor tune-up job. Then replace with a new Dole Thermostat. Your customer will thank you for the improved motor performance. He'll be more likely to call again.

Replacement thermostats have a big market ... millions of them every year. Be sure to get your share ... and be sure you feature

Dole Thermostats ... "tops" in quality and performance for 30 years.

protect your good name with another

Control with Dole

DOLE

THE DOLE VALVE COMPANY

1501-1941 Carroll Ave., Chicago 12, Ill.

Representatives in Principal Cities

Now Nationally Advertised in the SATURDAY EVENING POST

Southland ... the world's most pampered Battery



Always Factory Fresh!

SIX AND TWELVE VOLT BATTERIES



WET OR DRY CHARGED

Batteries are perishable unless given special care. The quicker they are put into service after manufacture, the better service they give. That's why Southland is the world's most pampered battery. Our exclusive system of over 40 warehouses assures buyers of factory fresh batteries every time. Factory-trained personnel deliver Southland Batteries in special factory trucks to insure proper handling. We even have special plastic covers to help our batteries keep their "pampered" look.

Furthermore, all our batteries are pre-dated at the factory. This means you can often sell a Southland and put it into service even before the guarantee begins.

And, with Southland's unique warehouse system you don't have to carry a large inventory or buy in large quantities to enjoy low prices. It will pay you to write today for information on your best battery plan.

Quick Delivery! from more than 40 Warehouses

for complete information

WRITE OR WIRE TODAY

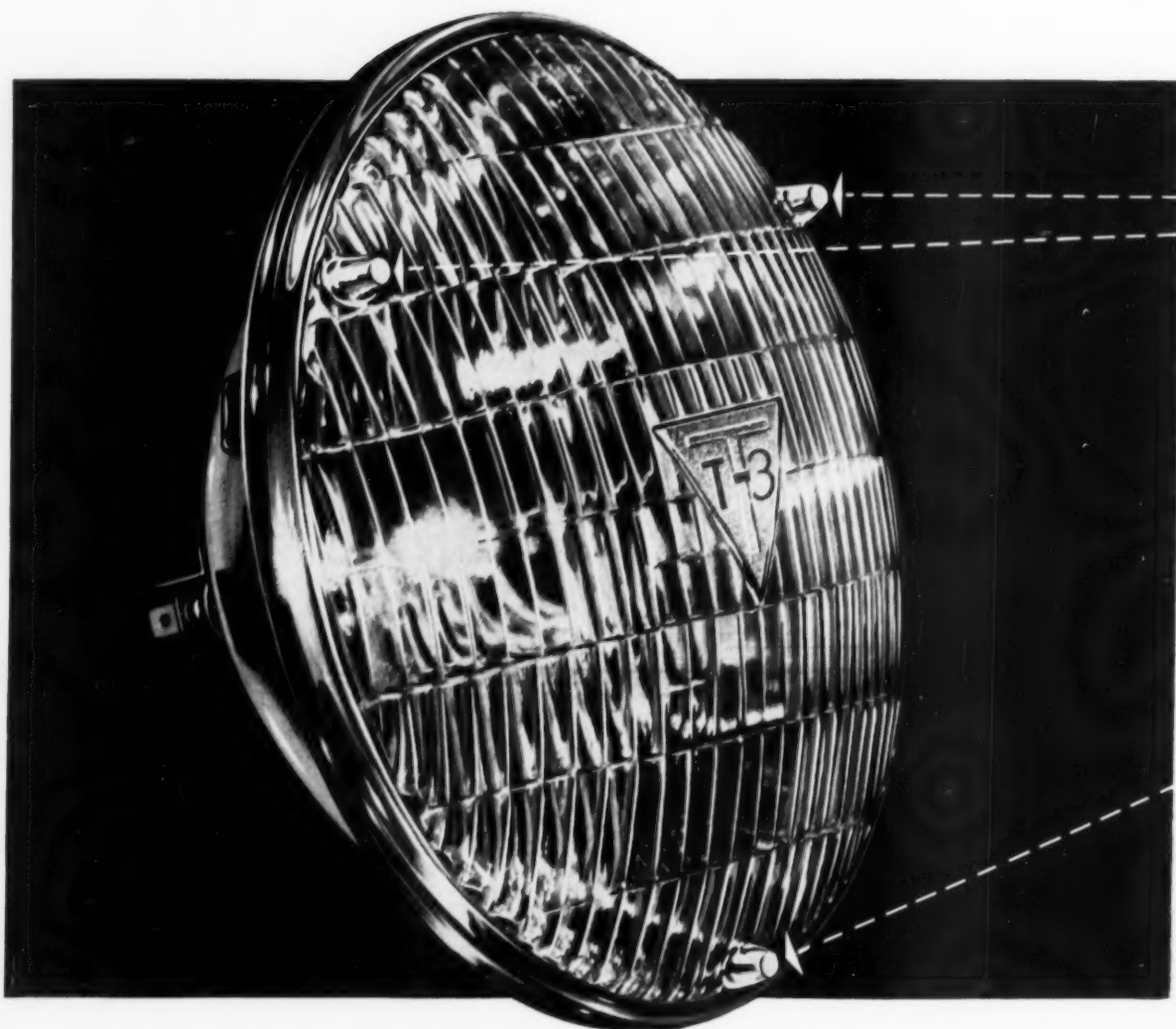
SOUTHLAND BATTERY CO.

2040 AMELIA STREET • DALLAS, TEXAS



Manufacturers of a Complete Line of Wet and Dry Charged Automotive, Marine and Commercial Batteries

ANNOUNCING a completely



Featured on all General Motors cars and trucks for 1956 and offered now for replacement of all sealed beam headlamps

Guide Lamp announces the greatest contribution to night driving safety and to headlamp selling since the sealed beam was first introduced—the new Guide T-3 Safety-Aim Headlamp!

Briefly, the new lamp provides:

1. Up to 80 feet more “seeing distance” on the lower beam. 2. More lower beam light on the

right. 3. A new filament cap which reduces glare, increases visibility in rain, snow and fog.

And—T-3 SAFETY-AIMING! Three accurately positioned “Guide Points” are built into the lens. These three points plus new T-3 Aimers permit perfect headlamp aiming in minutes. One man can do the job any time, anywhere and in a few minutes with no more than the T-3 Safety-Aimers and a screwdriver to help him. *It can be done in broad daylight and without turning headlamps on!*

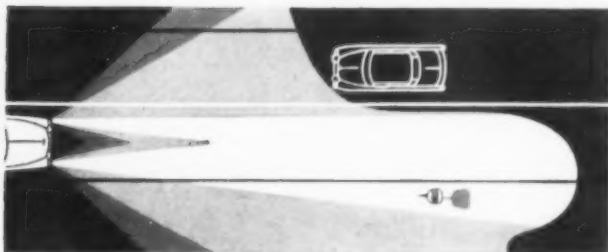
new approach to headlamp selling!

NEW GUIDE

T-3

Safety-Aim **HEADLAMPS**

MORE LIGHT... AIMED RIGHT



All the industry advances and refinements...

The picture above typifies the new "pattern of safety." Guide T-3 Safety-Aim Headlamps throw more light to the right on the lower beam. This reduces glare for approaching drivers, but can increase visibility 10% or more.

PLUS—Guide's exclusive new Safety-Aiming!

Only when headlamps are perfectly aimed do drivers get all the benefits built into the new improved sealed beam units. But, any authorized Guide T-3 dealer can aim headlamps quickly and easily, using only a screwdriver and the new T-3 Safety-Aimers at right.



CALL YOUR REGULAR  SUPPLIER

OR YOUR AUTHORIZED *Guide* HEADLAMP SOURCE!

More New Products

(Continued from page 104)

726—Sanding Machine

An air-powered dual-action sanding machine, featuring a spinner eccentric action which can reduce normal abrasive swirls to a minimum for polishing steel or non-ferrous metals, has been introduced by Detroit Surfacing Machine Co., 1333 E. Eight Mile Rd., Detroit 20, Mich.

The sander, which weighs approximately three lbs., turns 6,000rpm to

the right, at the same time moving in a fast reverse action to the left. The dual action counteracts torque.

Want more info? Use coupon on page 98 and you will get it!

727—Pin Press

A ten-ton air-draulic pin press for removal and installation of interference-fit piston rings on Chevrolets, Buicks, Cadillacs, GMC, Nash, Hudson and Studebaker cars, which operates by foot pedal to release the operator's hands, has been introduced by Tobin-Arp Manufacturing Co., 6400 S. Penn, Minneapolis 23, Minn.

A mechanic can disassemble eight pistons and rods in four minutes and

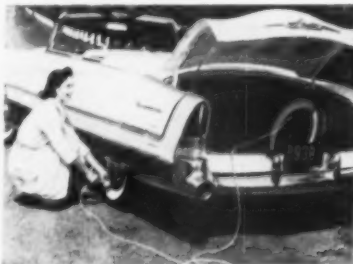
reassemble them in another four, the manufacturer stated. Height capacity is 12", width capacity, 6½".

Want more info? Use coupon on page 98 and you will get it!

728—Tire Inflator

An emergency tire inflator, which transfers air from the spare tire into a deflated tire until the vehicle can be gotten out of traffic, has been introduced by The Trucktor Corp., Route 29, Mountainside, N. J.

Made of high-pressure, flexible tubing with rust-proof fittings, the



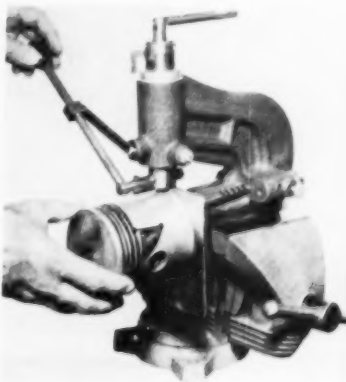
device reaches all tires. Fittings are screwed to the valve stem on the flat and the spare is disconnected when the pressure is equalized.

Want more info? Use coupon on page 98 and you will get it!

729—Piston Knurler

A piston knurler, featuring micrometer control expansion of most sizes and types of pistons, has been announced by Lisle Corp., Box 1028, Clarinda, Iowa.

The tool is designed so knurled rows are evenly spaced on piston



walls. It will handle all sizes and types of pistons.

Want more info? Use coupon on page 98 and you will get it!

730—Outlet Manifolds

Rear outlet manifolds for Fords and Mercurys, which require no change in clutch linkage or splash pan, have been announced by Grand Automotive Products, 2055 Ruby St., Melrose Park, Ill.

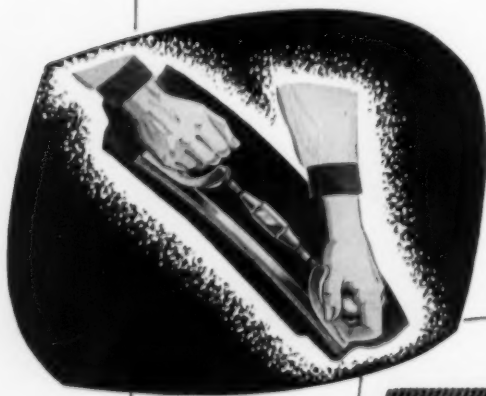
The manifolds fit 1952-55 Fords and 1952-54 Mercurys, except the station wagon. They contain a 2" left exhaust pipe and brackets.

Want more info? Use coupon on page 98 and you will get it!

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Originated by Heller, the VIXEN is still the best metal finishing file. The curved teeth are like miniature milling machines, cutting fast and clean. The self-clearing action of the deep, curved gullets results in smooth, scratch-free finish.



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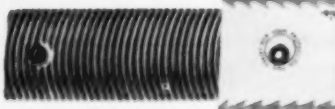
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QUIK-SEAL is so fast-drying that enamel color can be applied over it in 30 minutes or less! Can be used over bare steel, bare aluminum, or directly over old lacquer or enamel finishes.

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Reduction: For fast recoating with Synthetic Enamel, reduce QUIK-SEAL Synthol Primer 100% (1 to 1) with No. 8001 Reducer.

Application: With 100% reduction for quick recoating, adjust air pressure to 40 pounds at the gun and spray one light but wet coat, applying only enough primer to cover solid. Coat will be ready for enamel in 30 minutes or less. If more than a few days elapse before color is applied, recoat with QUIK-SEAL.

QUIK-SEAL is available in 8097 Red and 8098 Gray. In both quarts and gallons. Order today from your N.A.P.A. jobber!

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PAINTS

2520 South Quarry Street, Chicago 8, Illinois

731—Leak Sealer

A "block repair" leak sealer to mend cracks in motor blocks and heads, also hairline cracks, has been announced by Mac's Super Gloss Co., Inc., 6040 N. Figueroa St., Los Angeles 42, Calif. It is available in pint cans.

Want more info? Use coupon on page 98 and you will get it!

732—Cylinder Tester

A cylinder compression tester, featuring a flexible extension tube which permits bypassing of impeding obstacles for quick checking, has been introduced by Auto-Test, Inc., 600 S. Michigan Ave., Chicago 6, Ill.

Equipment consists of a remote control starter extension switch, a pressure gauge 3" in diameter with reading to 200 psi, a 10½" flexible extension tube and two non-breakable seamless steel stems, one for Fords and one for Chevrolets. The checking can be done by one man.

Want more info? Use coupon on page 98 and you will get it!

733—Discharge Hose

A compressor discharge hose for truck and bus air-brake systems, which is resistant to high operating temperatures, has been announced by Aeroquip Corp., 300 S. East Ave., Jackson, Mich.

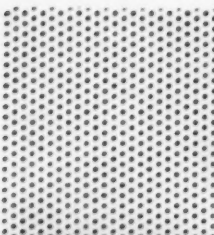
The hose, which is constructed with a silicone inner tube with a stainless steel outer braid, is available in ¼" through 1" sizes.

Want more info? Use coupon on page 98 and you will get it!

734—Battery Cable

A battery with a "tension lock" terminal, which features a heavy-duty spring steel loop die cast into the terminal to give it spring action, has been announced by Bowes Seal Fast Corp., 226 N. Pine St., Indianapolis 7, Ind.

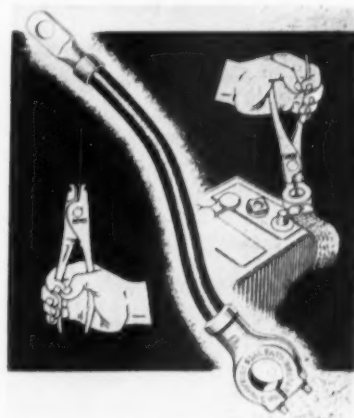
To remove or replace the terminal, a pair of reverse pliers are used to re-



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move the unit in a matter of seconds, according to the manufacturer. The terminal has no bolts or nuts and is corrosion resistant.

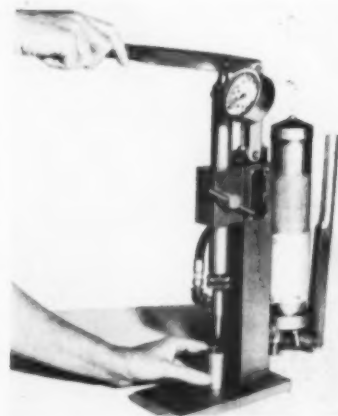
Want more info? Use coupon on page 98 and you will get it!

735—Valve Lifter Tool

A machine for servicing hydraulic valve lifters, which is claimed to permit dismantling, cleaning, checking and reassembling in a matter of minutes, has been announced by Ernest Holmes Co., 2505 E. 43rd St., Chattanooga 7, Tenn.

Disassembly is accomplished by removing the plunger retainer, jarring out the push rod seat, placing the valve lifter under the servicer stem and pumping the plunger out.

Want more info? Use coupon on page 98 and you will get it!





"We gross \$6,500 a year from customer steam cleaning service, and save around \$16,500 on approximately 3,000 major repair jobs a year with our Hypressure Jenny Steam Cleaner..."



states
MR. GEORGE W. MORRIS
Service Manager
Gateway Chevrolet Co.
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Gateway is one of the Bay area's outstanding new car dealers. In their modern service shop they do an estimated 3,000 major repair jobs a year. By using Hypressure Jenny to clean before repairs, and for parts cleaning, this progressive company saves an average of one hour on each job. At \$5.50 an hour this amounts to an amazing saving of \$16,500 a year in shop overhead alone.

Since steam cleaning for customers is not their principal

business, Mr. Morris states that Gateway does not advertise the service, but provides it only at the customer's request. Nevertheless, approximately 120 customer jobs a month are performed, averaging \$4.50 each which gross Gateway \$6,480 a year in additional unsolicited revenue.

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736—Chrome Polish

A chrome polish, reported to remove rust and oxidation in seconds, leaving a protective film, has been announced by Mac's Super Gloss Co., Inc., 6040 N. Figueroa St., Los Angeles 42, Calif. It is wiped on, then rubbed off.

Want more info? Use coupon on page 98 and you will get it!

737—Reclining Seat

A reclining seat, featuring a headrest that minimizes the shock of sudden acceleration and deceleration, has been introduced by Coachcraft, Ltd., 9017 Santa Monica Blvd., Holly-

wood 46, Calif.

The seat has a finger-touch adjustment control which makes it tilt forward or backward as desired and locks in place. Installation is reported to be easy.

Want more info? Use coupon on page 98 and you will get it!

738—Mirror

A heavy-duty mirror assembly for pick-up trucks, featuring an extra-wide "U"-shaped door mount housing with an adjustable upper arm, is available from Micro-Flex Co., 1824 E. Second St., Wichita, Kan.

The assembly has a 5" x 12" mirror head, which is backed with an electroplating process and finished

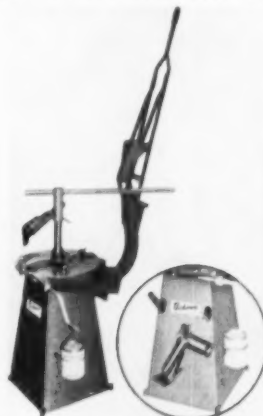
with vinyl aluminum coating said not to flake or peel.

Want more info? Use coupon on page 98 and you will get it!

739—Tire Changer

Three mechanically-operated tire changers, requiring only an arm-rotated hand lever to remove or mount a tire, has been announced by Bishman Manufacturing Co., Osseo, Minn.

A tongue at the end of the arm guides the tire bead over the rim



without touching air seals on tubeless tires, wheel weights or sidewalls, the manufacturer said. A three-point chuck automatically centers wheels from 14" to 17". One model has a built-in double bead breaker, a second model is a tire changer without bead breaker and the third model includes a floor-type bead breaker.

Want more info? Use coupon on page 98 and you will get it!

740—Testing Meters

Electrical testing meters, including generator-regulator, tachometer and cam angle meter testers on a portable rack, have been announced by Snap-on Tools Corp., 8028 28th Ave., Kenosha, Wis.

The generator-regulator tester has a 15-volt range for popular cars and trucks and a 60-volt range for heavy-duty ignition systems of more than 12 volts. The tachometer measures crankshaft rpm with two connections. The cam angle meter measures point resistance and spacing with a two-connection hook-up. The tests are made under actual operating conditions with the distributor on the car.

Want more info? Use coupon on page 98 and you will get it!



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Ideal for lustrizing and beautifying used cars — 1 combination package will do approximately five cars.

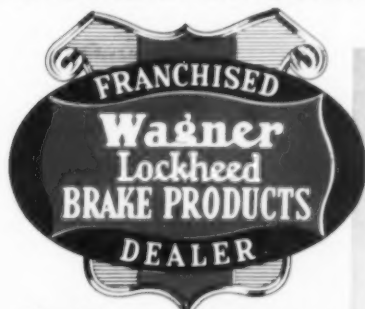


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How can Wagner help you to become a better brake repairman? Simply by supplying you with all the information you need to quickly analyze and correct any brake problem and by making available to you the best brake parts, brake fluid and brake lining on the market today.

When you agree to become a Wagner Franchised Dealer, you stock only a modest inventory of Wagner brake products. Immediately you get brake charts, bulletins and service data prepared by Wagner engineers who have been designing brake systems and

brake accessories for over 30 years.

You are supplied with plenty of identification—an official Wagner Franchised Dealer sign to hang outside your shop, stickers, plaques, seasonal displays which tie in with Wagner's Saturday Evening Post and Collier's advertising, uniform emblems for you and your employees. You also get free newspaper mats and direct mailing cards for your own advertising.

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741—Sander

An electric, orbital-motion sander, which is operated by a push-button switch on the handle and takes either sheet or wet (free) abrasives, has been announced by Speedway Manufacturing Division, Thor Power Tool Co., 175 N. State St., in Aurora, Illinois.

The tool features anti-friction, oil-sealed bearings, a direct-connected, air-cooled motor and a blue hammer-oid cast aluminum body. Its weight is five lbs. and it has a 4½" x 5½" sanding area.

Want more info? Use coupon on page 98 and you will get it!

742—Sport Muffler

A sport muffler, featuring a free-breathing design for minimum back pressure and improved horsepower output, has been introduced by Walker Manufacturing Co. of Wisconsin, 1201 Michigan Blvd., Racine, Wis.

It filters out high frequency notes with a fiberglass blanket and swirl mat.

Want more info? Use coupon on page 98 and you will get it!

743—Cylinder Hone

A hone for reconditioning hydraulic cylinders, reported to provide perfect

stone alignment with the cylinder bore irrespective as to alignment of the drive member, has been introduced by Barrett Equipment Co., 21st & Cass St., St. Louis 6, Mo.

The standard model includes the hone body with three stones and straight drive shaft. The de luxe model has the hone body with three stones, allen wrench and straight and flexible drive shafts.

Want more info? Use coupon on page 98 and you will get it!

744—Groove Guard Ring

A groove guard chrome-plated ring, which repairs worn piston top grooves and also acts as an auxiliary compression ring, has been announced by Ramsey Corp., 3693 Forest Park Blvd., St. Louis 8, Mo.

A double wall contact action is said to improve wall lubrication, re-

No Tools

new Acme hood-type rubber-covered tubeless tire valve you install without tools!



#250 Acme Tubeless Tire Rubber-Covered Valve (Packed 5 to Box)

The Acme rubber-covered valve is a completely new development. Remove handsome chrome hood to install. Dip valve in water and insert through rim hole... maintaining finger pressure on base as you replace the hood with other hand to finger tightness only! Inflate... that's all.

Fits all passenger car rims including safety rim ovals

- (1) Valve accommodates both long and short cores.
- (2) Base of metal hood is wider than rim hole... can't push into tire. Locks valve into position.
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- (4) Chrome plated brass hood gives smart look to car.
- (5) Fits all passenger car rim holes... even oval type.
- (6) Rubber on inside and outside of insert bonded through insert by 4 holes.
- (7) Metal foot is larger than rim hole... can't pull through opening.

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#251 All-Metal Clamp-In Valve. For all rims with oval holes. Individually packed in envelopes, 5 envelopes to box.



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tard scuffing, break up abrasive particles and increase heat dissipation to relieve excessive hot spots and burning. Double turn construction is reported to achieve independent ring action in the groove to provide a cushion against shock and wear.

Want more info? Use coupon on page 98 and you will get it!

745—Vulcanizer

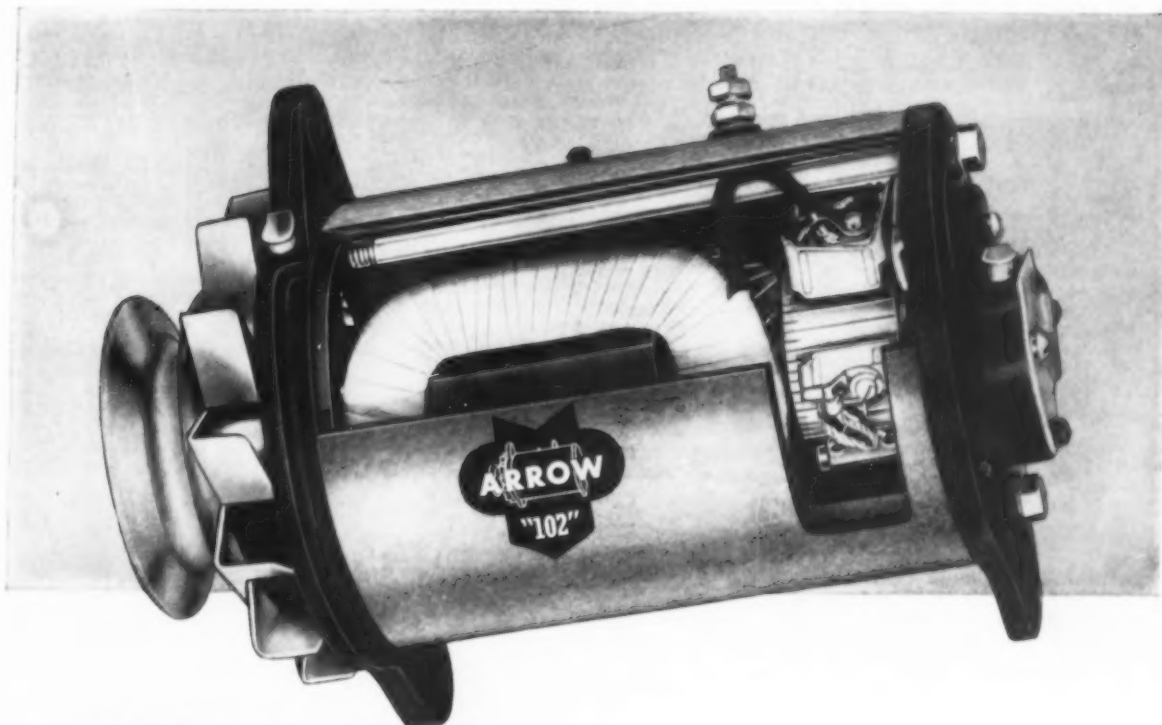
A thermostatically-controlled electric vulcanizer for repairing tubeless tires and inner tubes, which can either be bench mounted or used portably, has been introduced by H. B. Egan Manufacturing Co., Muskogee, Okla.

The vulcanizer is recommended for use with a quick-cure repair gun, the manufacturer said.

Want more info? Use coupon on page 98 and you will get it!



(More New Products on page 117)



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THE FINEST REBUILT GENERATORS

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DETROIT 13, MICHIGAN



More New Products

(Continued from page 114)

746—Fuel Filter

A micro-bronze fuel filter, which fits most late-model engines and is said to show no measureable pressure drop at high speeds, has been announced by Kem Manufacturing Co., Inc., 20-21 Wagaraw Rd., Fairlawn, N. J.

Water, scale and dirt cannot pass through it, according to the manufacturer, and it can be cleaned in gasoline or ordinary solvents.

Want more info? Use coupon on page 98 and you will get it!

747—Pre-Set Contacts

Pre-set contacts, featuring a fixed binding post with permanent locking device, has been announced by F. & B. Manufacturing Co., 4248 W. Chicago Ave., Chicago 51, Ill.

The binding post is said to provide a more secure, non-removable



support for anchoring the stainless steel contact spring. Molded nylon is used as rubbing block material.

Want more info? Use coupon on page 98 and you will get it!

748—Left Foot Accelerator

An auxiliary accelerator to be operated by the left foot on cars with automatic shifts, to eliminate constant shifting of the right foot between gas pedal and brake, has been introduced by Zenith Industries, 1491 Vine St., Los Angeles 28, Calif.

The device may be attached to any automatic shift car in a matter of minutes, according to the manufacturer, and is foolproof in operation.

Want more info? Use coupon on page 98 and you will get it!

749—Fasteners

Brake lining fasteners, which can be used without special riveting equipment or disassembly, are available from Lamson and Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

Flat head brass machine screws, hex steel machine screw nuts, lock washers or special flat washers may be obtained.

Want more info? Use coupon on page 98 and you will get it!

750—Tube Repair

A 2 1/4" x 1 7/16" oval tube repair, which has a feather edge of cushion gum and can be used hot or cold, has been announced by The Buxbaum Co., 1260 7th St., W. Canton, Ohio. It can be used on tubeless tires as well, the announcement said.

Want more info? Use coupon on page 98 and you will get it!

751—Hydraulic Press

A hydraulic press, which includes a screwdriver, puller bars, straightening blocks, bearing and gear puller plates, expander unit and V-block, has been announced by Frank N.

Wood Co., 344 W. Main St., Waukesha, Wis.

Want more info? Use coupon on page 98 and you will get it!

752—Tire Truer-Balancer

A tire truer-balancer, which is said to handle truing, grooving, deskidding and balancing in less than ten minutes, has been introduced by Big Four Industries, Inc., 5938 Carthage Ave., Cincinnati 12, Ohio.

A rotary flared-cup knife cuts away rubber from high spots and automatically follows the contour of the tire.

Want more info? Use coupon on page 98 and you will get it!

N.A.P.A.

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and Price List

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Bush
5 to 15

Cadillac
4 to 25

Chevrolet
24 to 35

Chrysler
16 to 47

De Soto
44 to 57

Dodge
18 to 37

Ford
44 to 81

Henry J.
42 to 87

Hudson
44 to 57

Kaiser
54 to 105

Lincoln
124 to 154

Mercury
113 to 125

Nash
124 to 126

Oldsmobile
127 to 144

Packard
147 to 154

Plymouth
155 to 167

Pontiac
148 to 176

Studebaker
177 to 187

Willlys
88 to 194

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753—Point Sets

Pre-assembled point sets for most General Motors passenger cars, featuring single-wrench installation, easy spring tension adjustment and factory pre-alignment, have been announced by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

A shoulder stud permits the fastening nut to be tightened without turning the stud. For spring tension adjustment, the stud remains locked after the stud is moved in the slot and the nut is tightened, the announcement said.

Want more info? Use coupon on page 98 and you will get it!

754—Valve Gapper

A valve gapper designed for Studebaker car and truck engines, which measures the travel of the rocker arm prior to contact with the valve stem with a dial indicator and telescoping barrel, has been introduced by P&G Manufacturing Co., 305 N. E. Russell St., Portland 12, Ore.

The dial indicator is graduated in thousandths of inches to permit positive reading regardless of wear on valve stem and rocker arm. The instruments leave both hands of mechanics free for quicker completion of the job.

Want more info? Use coupon on page 98 and you will get it!

755—Battery

A dry-charged battery, featuring microporous rubber separators and trillium grids, has been announced by Bowers Battery and Spark Plug Co., Box 1262, Reading, Pa.

Ampere hour ratings are from 155 to 130. Extremely high cold weather starting characteristics — six minutes at 0° F., 300 amps — are reportedly produced through using Bowers-developed -40° oxides.

Want more info? Use coupon on page 98 and you will get it!

756—Lights

Heavy-duty stop and taillights, made in rimless style for trucks, tractors, trailers and buses, are available from Auto Lamp Manufacturing Co., 2909 S. Indiana Ave., Chicago 16, Ill.



All styles have a single-face shatter-resistant red lucite lens with a choice of single-face surface type, flush type and semi-flush mountings. They are made for either six-volt or 12-volt systems and come with wiring, double filament 21-e cp.

bulbs, sockets with double contacts and built-in reflectors. They are adaptable to combination directional signal-stop and taillights.

Want more info? Use coupon on page 98 and you will get it!

757—Aligning Equipment

An "on-a-car" balancer, a Telaliner equipped with new, improved electromagnetic heads designed for even faster operation, a frame straightener for 1955-56 cars and light trucks, an "on-a-car" tire truer, which handles tubeless installations, and headlight testers equipped to handle the new sealed beam lights have been announced by Bear Manufacturing Co., 2016-30 5th Ave., Rock Island, Ill.

Want more info? Use coupon on page 98 and you will get it!

758—Car Glaze, Cleaner

A silicone-base automobile glaze and cleaner, said to polish in one time over using a regulation buffing machine, has been announced by Fore Products Co., Inc., 1313 Chemical Bldg., St. Louis 1, Mo.

Want more info? Use coupon on page 98 and you will get it!

759—Shock Absorbers

Shock absorbers, with double internal valving systems and externally reinforced with high-gauge steel housing and dust shields, have been introduced by Toledo Steel Products, 3300 Summit St., Toledo 11, Ohio.

Want more info? Use coupon on page 98 and you will get it!

stitch in time saves nine



save your customers
trouble and expense



It can happen to your best customer. Give him preventive insurance against delays and expense from broken fan belts, bad hose, thermostat, radiator cap, etc. Be sure that his cooling system is protected. He'll appreciate it in bad weather. . . . Essential part of cooling system check is replacement with the proper Stant EVRSEAL Pressure Cap if customer's cap is worn, broken, or wrong cap. They are engineered in co-operation with automotive engineers for original equipment at the car factories.

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J-M Custom 4-Star Sets bring to conventional brake systems, for the first time, a metallic impregnated formulation of specially selected asbestos fibres. This tough, durable material has exceptional friction stability, is not sensitive to temperature or moisture conditions.

J-M P B Sets are Power-Bilt for power brakes, provide maximum durability and stable friction under severe operating conditions. Impregnated with non-scoring metal particles, this composition of selected asbestos fibres forms a hard, dense brake lining that has no equal for power brakes.

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on NBC Television "MEET THE PRESS" . . . and in the SATURDAY EVENING POST, COLLIER'S, LOOK



Johns-Manville ASBESTOS BRAKE LINING



Automotive Industries, Inc., Owendale, Mich., recently received a request from Capital Chevrolet, Montgomery, Ala., to build a sleeper cab on a Chevrolet pick-up. This combination was for Clarence Trausdale, Deatsville, Ala., who is a haulaway driver for house trailers. When he goes on a long haul, he can save money on hotel accommodations. A roof grille, ventilator, two side and two rear windows and a dome light are standard equipment. A lock-equipped storage space of almost 25 cubic feet is provided beneath the berth compartment and is reached through outside flush-type doors on either side.

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MODERN
AUTOMOTIVE
ENGINEERING**

Now! More than ever before, the improved Multiscope is an all purpose, trouble-shooting tool.

Developed by Herbrand in cooperation with one of the nation's finest sound research laboratories, the new Multiscope now has sharper sensitivity over a wider range of frequencies.

This improvement permits positive analysis of trouble points that the unaided human ear cannot recognize.

Today's engineering of engine, power train and auxiliary electrical and hydraulic systems makes the Multiscope a more basic and necessary tool than even pliers or screwdriver.

Buy a Multiscope now and hear your troubles out.

The Multiscope locates and analyzes such conditions as:

- 1 Worn Gears; Transmission, Timing, Distributor.
- 2 Worn Bearings; Main, Rod, Wrist-pin, Water Pump.
- 3 Loose Pulleys, Gears, Sprockets.
- 4 Piston slap, body squeaks, gasket leaks.
- 5 Checks pumps, compressors, motors, pressure line leaks, steam traps, leaky valves of all kinds.

Mechanics Net: \$5.95



The Tool Line With Turnover
—Not Leftovers!

Herbrand Tools

Fremont, Ohio

THE BINGHAM-HERBRAND CORPORATION



GM Expects 850 to Sign For Fall Programs

GENERAL Motors Institute is expecting 850 new students to sign up for cooperative programs, bringing total enrollment to 2,600, representing all the states and nine foreign countries.

Total registration of new students will be divided as follows: 605, engineering; 41, business administration; 200, dealer cooperative training, and 24, liberal arts.

Over 2,000 Flint, Mich., area people enrolled in over 4,000 courses for spare time training this fall.

Atlantans Hear Weigand

The Fleet Superintendents Association of Atlanta, Ga., heard A. J. Weigand, fleet engineer, Perfect Circle Corp., speak on "Down with Down Time" at its Oct. 11 meeting.

Vogel Dies in Oklahoma

Frank J. Vogel, Jr., 43, El Reno, Okla., dealer, died last month after a long illness. Vogel was a former resident of Oklahoma City, where he was in the automobile finance business 1936-47.



**ANNOUNCES
THE WORLD'S
FINEST
STEERING
SYSTEM!**



NEW Safety Power Steering insures more effective demonstrations—easier sales—happier customers—more profit per deal—more repeat business!

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Safety
POWER STEERING

WITH **3** MAJOR
IMPROVEMENTS
FOR 1956!

**MEMO to Buick, Olds
and Pontiac Dealers!**

**FATTEN
YOUR '56 PROFIT
MARGINS WITH NEW**

Safety
POWER STEERING

In these days of profit-squeezing competition, more than ever, it pays to push Safety Power Steering! It not only boosts your profit on every deal—it makes customers happier with the entire performance of the car—keeps them coming back for more. **MAKE SURE ALL YOUR DEMONSTRATORS HAVE SAFETY POWER STEERING!**

STANDARD EQUIPMENT on all 1956 Cadillacs, Buick Roadmasters and Supers, and Oldsmobile Ninety-Eights—optional on all other 1956 Buicks, Oldsmobiles and Pontiacs. (Linkage type available on all 1956 Chevrolets.)



1 TWICE-AS-EASY PARKING!

Thanks to a revolutionary new valve design, maneuvering with the NEW In-line 1956 Safety Power Steering System requires only half as much effort as previous models. Parking's just a gesture!



2 GREATER ROAD STABILITY!

Safety Power Steering has always had the finest "road feel" of any power steering. The NEW 1956 system gives an even greater sense of security. It helps you keep your car steadily "on course"!



3 RELAXING NEW RESPONSE!

The steering wheel responds more easily than ever before with the NEW Safety Power Steering System. This means less mental and physical fatigue, more relaxation in traffic and on the highway!

Saginaw
STEERING GEAR DIVISION
GENERAL MOTORS CORPORATION, SAGINAW, MICH.

Tapping Tappet Trouble

(Continued from page 61)

ly indicates parts wear. To determine if improper dry lash is the problem, insert a $\frac{1}{16}$ " (.125) feeler between the rocker arm and valve; then start the engine and if the noise has disappeared it is quite possible it is caused by a worn rocker arm or push rod.

3.—Broken valve spring. This could be either the inner or outer spring, if two springs are used.

4.—Sticky rocker arm. This

would be the result of any condition that prevents free movement of the rocker arm on the rocker shaft.

5.—Worn rocker arm. This is usually due to lack of hardness on the valve or push rod end. It can be detected by the dry lash test.

6.—Face or rocker arm not true. When this condition is present, it will be noted that the rocker arm is making contact on the edge of the valve stem. This can cause a valve cocking condition, causing the valve to ride heavy or bind in

the valve guide.

7.—Push rods worn, bent, or interfering.

(a) A worn push rod can be identified by a teat worn on one end. This can be caused by a plugged lubrication hole in the rocker arm or rocker shaft.

Caution: This condition can be detected by the dry lash test.

(b) Bent push rod. This is generally caused by mishandling, causing interference in the cylinder head or increased dry lash.

(c) Push rod interference. This could be caused by inadequate clearance in the push rod passages in the cylinder head.

8.—Tight tappet. While rare, this condition occurs where the tappet or the tappet bore is of incorrect size, bell-mouthed, or out-of-round, causing the tappet to stick in the block. A condition of this nature is indicated by heavy wear or scuff marks on portions of the size of the tappet body. Unless the tappet bores in the cylinder block are cleaned up, the same condition will occur with a replacement tappet.

Checking with New Tappet

Note: This condition can be checked by sliding a new tappet in and out of the bore.

9.—Stuck hydraulic tappet plungers. A stuck tappet plunger is the condition wherein the plunger is stuck in the tappet body and is unable to compensate for changes in valve train clearance.

Note: Extended operation at high speed with this condition existing could cause valve breakage.

Causes:

(a) Dirt or metal chips.

(b) Glycol in oil.

(c) Mismatched parts due to mixing, of parts in assembly after cleaning.

Caution: Varnish building around the top of the tappet above the operating range of the plunger is a normal condition; therefore, it should not be confused with a stuck tappet in which the plunger will normally be found stuck below the operating range.

10.—Valve stem varnish. Occasionally this condition may occur where a heavy deposit of varnish that has deposited on the valve stem restricts the movement of the valve in the valve guide.

11.—Faulty tappets. These are caused by conditions that may be inherent in the individual tappets, such as bent wave washers, omitted wave washers, tight plunger caps, improperly fitted retainer, bad valve and valve seats, no oil feed



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Say "**SUPCO**" for

**MASTER CYLINDERS • WHEEL CYLINDERS • REPAIR KITS
HOSE • FLUID • CABLES • SWITCHES • TAKE-UPS**

It will pay you to ask your jobber for SUPCO!



LISLE Corporation
CLARINDA, IOWA

Presenting the

New '56 DODGE



New '56 Dodge Custom Royal Lancer V-8 with dramatic Jet-Fin styling.

Born of Success to Challenge the Future!

Here now, and filled with the rewards of success! The *sensationally* new '56 Dodge, featuring . . . push-button driving (first in its field!), surging new break-away 230 V-8 horsepower, sweeping saddles of color, dashing Jet Fins, "Panel-Perfect" interiors, new Twin-Lightning 12-volt electrical system . . . even a *Hi-Fi Record Player* . . . in a spectacular challenge to the field and future!

There's the feel of success in Magic Touch Control that brings push-button driving.

There's the look of success in its massive Jet Fins that says "Big car, big value, new luxury!"

There's the power of success in the mighty break-away thrust of a new 230 hp. Super-Powered Super Red Ram V-8 engine.

Now—share these rewards of Dodge success . . . as an outstanding dealer in your community with the outstanding car of the year!

**DODGE DIVISION, CHRYSLER CORPORATION
DETROIT 31, MICHIGAN**



Value Leader of the Forward Look



Push-Button Driving! So new it makes all other forms of shifting obsolete. Now, all the ranges of Dodge PowerFlite Drive at your fingertips! Just touch . . . and go!

New Break-Away Power! New thrust with a 230 hp. Super-Powered Super Red Ram V-8 Engine, built for super-highways and super performance.



The Ultimate! New Dodge Highway Hi-Fi Record Player. Electronic marvel! Needle won't slip even on bumpiest roads. Another reward of Dodge success!

New Twin-Lightning 12-volt electrical system provides huge electrical reserve. More generating capacity, smoother firing, greater operating efficiency!

hole in the tappet body or plunger, and loose plunger-to-body fit, causing fast leak down under spring pressure. (Note: The latter usually shows up at idle when oil is hot.)

Note: Since tappets are not repairable, only those determined to be faulty should be replaced. Replacement of any tappets other than the individual ones causing the condition would serve no purpose except to increase the cost of repairs and the waste of material.

12.—Valve guide. Tappet noise

can also be caused by excessive valve guide wear, or a valve bent to a point where it will actually hang up in the guide.

Note: Valves are usually bent in the field when attempting to compress a valve spring on an engine with the piston up or near T.D.C. or by failing to use the proper head holding fixtures, when the heads have been removed. (Note: I-head engines.)

13.—Restricted hydraulic tappet oil feed hole. In many cases where a tappet has been removed for be-

ing noisy, it has been found that the tappet oil feed hole in the block was restricted. This condition is due to varnish, sludge, dirt and other foreign materials.

Note: This condition can generally be attributed to infrequent oil or oil filter cartridge changes.

Before replacing any tappet, it is a good policy to run a rod or drill into the feed hole to make sure it is open.

Caution: After cleaning out the oil feed hole, make sure no burr has been left in the tappet bore.

14.—Worn cam lobe or tappet. There have been instances when some condition causes scoring to start between the cam and the face of the tappet in the same manner as any other bearing surface. When this condition occurs, it can result in damage to the face of the tappet and the nose of the cam, which can produce tappet noise or result in a lack of engine performance.

Measuring the Lift

Note: This condition can be determined by measuring the lift of the valve. The lift can be measured by bottoming the tappet in the same manner as checking for valve timing and inserting a shim of sufficient size to take up the dry lash. The lift of the valve can then be measured with a dial indicator and compared with other valves shimmed in the same manner or compared with the normal lift. The mileage on the engine as well as the comparison check with other cylinders should be taken into consideration before a decision is reached to replace the camshaft.

Caution: When tappets and/or camshaft replacement is necessary due to excessive wear, a very thorough cleaning of the oiling system should be performed or else the particles of worn metal that have deposited out of the oil will cause a recurrence of the same trouble.

D.—Intermittent tappet noise.

Note: This is a condition where the noise comes and goes, or occurs intermittently.

Causes:

1.—Aerated or foaming oil. (Causes discussed in early part of article).

2.—Miscellaneous tappet defects.

Note: Although these defects cannot be corrected in the field, therefore requiring replacement of the individual tappet, the following is presented to point out the possible causes:

Causes:

(a) Extremely wide seat on the

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If you want to set new records in profits get started today with Sorensen's "proved-in-action" profit producing program. You'll net more profits with less effort when you put Sorensen's 55 years of know-how to work for you.

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to round out your service Sorensen offers a full line of tractor regulators specially designed for simplified installation and long, hard service.

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IGNITION—CABLE & WIRE
CARBURETOR PARTS & KITS



PRE-SOLD



TWO DRIVERS out of every FOUR

**purchasing new cars in 1955
are pre-sold on AC
HOT TIP Spark Plugs**

**...because ACs are original
equipment on their cars!**



The greatest pre-sold spark plug market belongs to dealers who handle the AC line, because AC SPARK PLUGS *are original equipment on more new vehicles than any other make.* That's a tremendous sales advantage!

And . . . you have an equally important product advantage! You can give *all* your customers the added benefits of AC Spark Plugs with the exclusive HOT TIP which stays clean longer, gives quicker starts, increases power!

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN

STANDARD FACTORY EQUIPMENT ON CADILLAC, BUICK, OLDSMOBILE, PONTIAC, CHEVROLET, GMC

SOUTHERN AUTOMOTIVE JOURNAL for NOVEMBER, 1955

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125

lapped seat of the plunger.

(b) Insufficient check valve travel to compensate for various speeds.

(c) Out-of-round tappet plunger.

Hungry for Helps

(Continued from page 37)

owner's name and address and, on the back, the imprint of Morris Garage.

From the viewpoints of both the owner and the garage, there are some intriguing features about this

card system.

We put the duplicate in the owner's glove compartment, with his knowledge. From our viewpoint it is logical to assume that on at least one occasion each week, the owner gets into the glove compartment, sees the card and is reminded of the Morris Garage, especially if he is in need of service. We keep a file of originals of these cards and they are of established value to us for follow-up purposes.

From the owner's viewpoint, the duplicate card constitutes an of-

ficial record, since we are designated inspectors, and as such will be preserved with respect by the owner. Furthermore, if his windshield sticker should be stolen—which has happened—or mutilated, he has proof that his car has passed inspection.

Those cards cost us \$12 per thousand, or 12 cents each.

Another factory makes available a paper napkin, with its imprint and our imprint, and we leave one of these in the seat of every car worked on. Naturally, the steering wheel has already been wiped clean with a cloth and the napkin is there just to prove it to the customer, if he wants to experiment. The napkins cost us \$17 for 2,000, or less than a cent each.

Other Sales Help Available

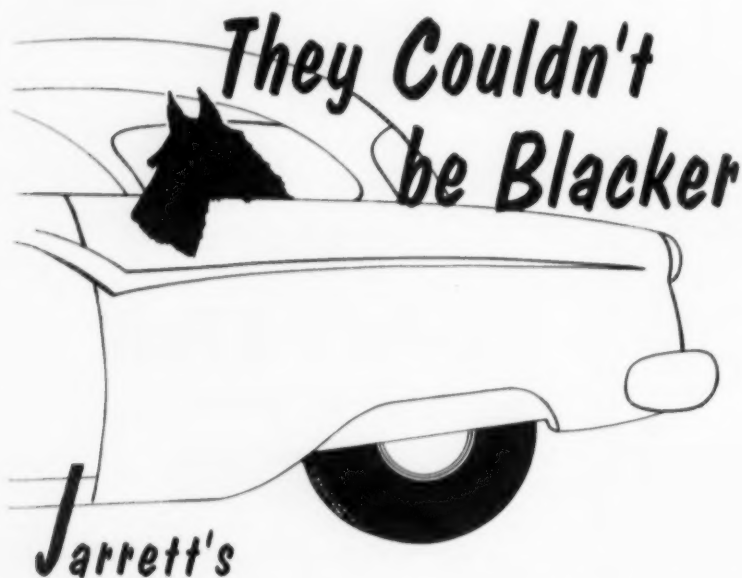
There are other sales helps from independent factories, technical and practical. Several factories supply binders, for which the original cost is insignificant, and then they send regular inserts. We use everything of this kind that is available and good and the "we" means what it says. The men in the shop know where the reference information is and they use it. We have a fairly well-stocked library of automotive literature. This material isn't racked up real pretty in a bookcase. It's just separated by pine partitions—the kind of a bookcase shop men don't feel sensitive about approaching for what they need.

We have, on occasion, devised our own effective sales helps.

One of our best was a worn-out front-end assembly that reposed near the front-end machine. When a customer had front-end trouble we could point out on this assembly just where his trouble was. We don't use it so much now because of space conditions.

But it is what the customer can see and understand that sells him and qualifies, with us, as a real sales help. We believe here that some of the muffler people are somewhat off the beam in their literature and posters. Everything is so new and nice. Now, if the customer could compare a worn-out muffler with a new muffler - - -

Factories may find it necessary to confine their sales helps to the printing process, but we don't. The idea of a sales help here is something that will result in better service from this shop. That has included, for us, the design and manufacture of a certain part for the solution of a specific problem.



Tire-Brite dries to a beautiful glossy jet black that never "browns out." It has a waxy finish that preserves the rubber. Jarrett's Tire-Brite Black Tire and Rubber Dressing is easy to use. Economical, too. Sold in pints (for resale to your customers) and in gallons and drums for wash rack use.

Get Acquainted with

Jarrett's Car Appearance Products

Wite-Wall
Spra-Wite
Tire-Brite
Bug-Solv
D-Ice

Kolor-Nu
Super Car Wash
Super Duper Car Wash
Fast Suds
Fresh An' Clean

Chamois Cleaner
De Greasol
Kwik
Plasto
Golden Concrete Cleaner



Write for information and prices and for the name of your nearest Jarrett jobber.

Satisfaction Given - Not Promised

CECIL H. JARRETT COMPANY, INC.

MANUFACTURERS OF CAR APPEARANCE PRODUCTS • NEWTON, N. C.

HAVE YOU HEARD ABOUT
RUST MASTER'S
NEW

6 for 5
DEAL*

* YOU GET SIX AND ONLY PAY
FOR FIVE

The Extra One is **ALL PROFIT!** Cash In On This Guaranteed
Sure-Fire Deal! STOCK UP ON THE **BIG PRODUCTS**
with THE **BIG PROFITS!** RIDE THE BIGGEST CONSUMER
DEMAND EVER! Year 'round selling season! — Greater
Customer Satisfaction! **DON'T MISS ANY PART OF THIS
DEAL—ORDER FROM YOUR SUPPLIER RIGHT AWAY!**

HERE'S HOW IT WORKS . . .

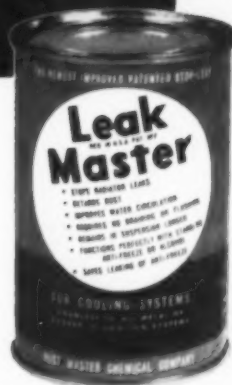
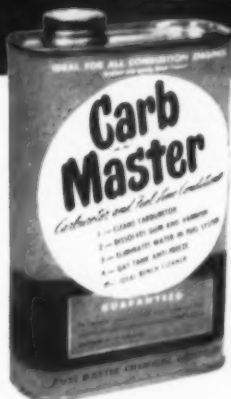
When You Order 6 . . .

You Get ONE FREE!

- | | |
|---------------------------------|--------------------------------|
| 1) You Pay for 5 RUST MASTER — | You Get ONE RUST MASTER FREE! |
| 2) You Pay for 5 LEAK MASTER — | You Get ONE LEAK MASTER FREE! |
| 3) You Pay for 5 SLUDG-MASTER — | You Get ONE SLUDG-MASTER FREE! |
| 4) You Pay for 5 CARB MASTER — | You Get ONE CARB MASTER FREE! |
| 5) You Pay for 5 ASSORTED — | You Get ONE LEAK MASTER FREE! |

Offer Works on any Multiple of 6!

**NO FUSS
NO MUSS
JUST POUR
NO MORE**



PRODUCTS WORK WHILE YOU RIDE
Chemical Company
Mfg. Chemists

56 CREIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY



***IMPORTANT:** This Special 6 for 5
Deal is good only from
Sept. 15, 1955 through Nov. 30, 1955

There has been some trouble with Chevrolets, current and late, blowing the exhaust manifold gasket. That is because there isn't enough shoulder to hold the gasket.

We designed an exhaust ring to fit into the joint of the exhaust manifold and provide enough shoulder that the gasket won't blow. We have these rings manufactured for us at a cost of from 30 cents to \$1.04 each, depending on quantity and other conditions. One Chevrolet dealer in Dallas buys these rings from us.

We have installed a lot of such rings, especially on trucks. Truckers can't afford to have those manifold gaskets going out so often. That ring has made a lot of truck operators happy and has brought them back to us for repeat service. One truck ran 66,000 miles before the ring burned out and gave up.

That can't be called a factory sales help, it is true. It didn't come from a factory. On the other hand, the factory made it possible for us to solve this problem and, thereby, pick up some new and steady

trucking customers. How would you define such a help?

It all adds up to a desire to be modern and keep the shop modern. This applies especially to the men, who must know what is going on in the way of changes. However, it is my experience that on the technical side of factory sales helps shop men don't remember so well when they attempt to digest a substantial amount of information all at one time. So in the case of important changes, I give it to the men one item at a time.

Yes, you've got to stay modern—in equipment, in knowledge and in spirit. If you don't, you're soon out of the picture.

I don't know about the other independents, but I want to stay modern. I can use more real, productive factory sales helps than are now available and I am willing to pay for them. In that respect, I'm always hungry.

Control Expenses!

(Continued from page 33)

assumption that fixed expenses are equal to the average for a year. The multiple of sales and percentage profit will, of course, produce the figure of dollar profit.

As pointed out above it is impractical to go into detail concerning a formula for such a chart here, but any highly competent bookkeeper should be able to diagnose the needs from what has been said, and establish this chart. In the beginning, it might be frightening to the rank and file of office personnel, but, once understood, its simplicity will be appreciated.

Third control is a monthly sales and gross profit report.

It is intended for consumption by all sales personnel, as well as branch managers, if there are branches; sales managers and general management. Its function is to create a desire in salesmen and branches to overtake the salesman or the branch with a better record and, eventually, take over top position.

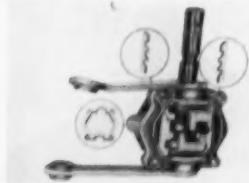
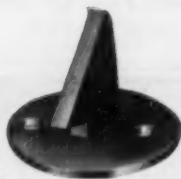
This chart is thoroughly simple. At the extreme left of the page we list the names of salesmen in a vertical column and, opposite their names, the pertinent figures under proper headings. It is important that these headings, over the vertical columns of figures, show the following:

Sales for the month, percentage of gross profit for the month, sales

news from D & V *Specialists in Engineered Corrective Items*

No. 1001-T '55 CHEVROLET FRONT

SPRING TOOL Count up the '55 Chevys you've had in lately for front spring work! There'll be more — and here's your time and money saver—D & V No. 1001-T! It's a dilly—uses the Chevy's two shock absorber bracket bolts—both installs and removes without adjustment! No adjustment—no wear—it's a lifetimer! Order from your jobber now. List, \$2.95.



No. 228-N GEAR SHIFT NEUTRALIZER


Lets you make positive gear selection—cuts out chance of car locking in gear other than one selected! Fits: Chevrolet, '49-'54 with shift on steering post (except Power Glide); Chevrolet Pickup, '48-'54; Kaiser-Frazer (except Hydramatic), Henry J, Allstate, '51-'54; GMC ½-ton Pickup, '48-'54 (except Hydramatic). Order now from your jobber. List, \$2.50.

No. 44-A CHEVROLET IDLER ARM AD-

JUSTER Takes just a few profitable minutes to install on worn idler arms of '49-'54 Chevrolet passengers and delivery sedans. No springs—no shims—no loose parts! Comes intact from the package—installs easily—does a permanent job that won't come back at your expense! Order now from your jobber. List, \$2.40.



SEE YOUR JOBBER TODAY OR WRITE DIRECT

 <p>D & V MANUFACTURING CO., INC. Bessemer Super Highway P. O. Box 3843 Birmingham 8, Alabama</p>	<p>D & V MANUFACTURING CO., INC. Bessemer Super Highway • P. O. Box 3843 Birmingham 8, Alabama</p>
	<p>Please send FREE catalog of the complete D & V line at once.</p>
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all **3** engineered
for longer valve life

PERMITE
original equipment VALVES



STELLITE
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BI-METAL
VALVE
*... with Nitrogen
added*

ROTO-
MECHANISM
(Free Valve)



SODIUM
COOLED
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For every type of service there is a RIGHT Permite Valve
engineered for top performance and long life.

Many of America's leading car and truck
manufacturers use Permite Valves as original equipment.

Service men build customer confidence by installing
Permite Valves and other Permite Original
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*There is a
Permite Distributor
near you.*

ALUMINUM INDUSTRIES, INC.
CINCINNATI 11, OHIO



original equipment

Permite parts

the complete motor and chassis line

for the year, plus or minus last year in sales, plus or minus last year in dollar gross profit (especially if salesmen are compensated on percentage of gross), percentage of profit year to date and plus or minus last year's percentage of profit.

The way we use this report, territory salesmen are listed in the upper half of that column, city salesmen in the lower half. In both cases salesmen's names appear—first, second, third and so on—according to their percentage of gross

profit.

Salesmen could be ranked according to total sales, but we prefer the arrangement described because it seems to be more fair. Also, although salesmen and branch managers are sales-conscious, they have a tendency to let gross profit slip between their fingers.

Number four in our list of controls is the daily sales quota and this is where the sales manager occupies an important notch in management controls. Daily sales quotas are arrived at by first

establishing monthly quotas for one or a number of stores. In fixing such quotas the sales manager should consider several factors, namely:

1.—General percentage increase or decrease in business compared with last year.

2.—Schedule of delivery of seasonal or unusual merchandise in the forthcoming month as compared with the same month last year.

3.—Changes in personnel.

4.—Increase or decrease in sales effort.

5.—Increase or decrease in territory or potential.

6.—New volume lines added or deleted.

7.—Number of work days in month.

After doing this and arriving at a figure, the sales manager should put it aside to "cool" and, some time later, take a second look at it and ask himself the question, "Is it too high?" or "Is it too low?"

Here's a Delicate Point

This is a delicate point with managers and salesmen. If the figure is too high, they will give up before they start. If it's too low, they'll make it and coast the rest of the month, firmly believing they have satisfied management.

Therefore, the sales manager should get the approval of management before he releases the monthly quota figure. And before approving or disapproving, management should study the quota from the profit viewpoint, using operating statements and sales profit curves. Otherwise, the sales manager might set a quota in some cases below the break-even point.

As previously mentioned, the fifth, and last, control is much more important than the other four combined.

Something else previously pointed out was that any control, to be successful, must have the natural effect of creating healthy competition within the business, competition between branches, if there are branches, and competition between salesmen. Not competition between two salesmen for the same customer's business, but competition between them for more gross sales, a higher gross profit and more income to take home to the wife and family.

This last control is a monetary incentive for all employees. It is relatively easy to formulate a satisfactory incentive plan and, once properly established and un-



HāDees can

put the HEAT in your

FLEET better—cheaper.



Specially engineered units or easy-to-install standard models will give MORE heat—SAVE money, too.

FOR EXAMPLE:

Model H-885 (55 Chevrolet) Conditionaire custom built, gives upwards of 25% greater volume than comparable heaters. Fresh air and defrosting action. Has heavy-duty HāDees heater core. Furnished complete with preformed hose, clamps, controls, fittings, etc., includes defroster assembly parts.




Model H-355 — Finest little low cost heater ever built. Designed for dash mounting. Heat volume and direction controlled by three adjustable openings and rheostat type switch.

WRITE FOR DETAILS ABOUT THE

Hottest Heater Deal

HADEES HEATERS

HāDees Heater Division of the Gabriel Company, Rockford, Illinois



On the assembly line of the auto industry's newest V-8 engine, specially designed

Johnson main bearings fit perfectly into position with a touch of the fingers.

When this engine needs rebuilding, use Johnson Bearings— the same make that was used originally

What better bearings can you use for replacement than the same brand of high-quality bearings that went into the new engine when it was being built?

Johnson Bearings are favorites on automotive production lines, engine rebuilders and repair shops for the same reason. They have the size tolerance to fit perfectly every time—the inherent quality to give long service.

When you need bearings and bushings

for replacement, your Johnson jobber can supply them quickly and at a reasonable price. He has them packaged in complete sets for each particular make and model.

His stock is backed by large inventories in 24 Johnson warehouses from coast to coast. Try Johnson next time you need replacement bearings. Johnson Bronze Company, Sleeve Bearing Headquarters, 565 South Mill Street, New Castle, Pennsylvania.



Johnson Bearings

derstood, it erases much of the traditional worry that exists in this industry for management.

There are three important requisites of a monetary incentive plan:

First, once a plan is established it should not be altered often. Be sure of the plan before it is announced, then don't back out.

Second, money earned through incentive plans should be paid as often as possible, preferably once a month. An incentive earned and paid will increase incentive to earn more. An incentive made available

but unearned by any individual or group of individuals, spurs the will to improve. The more frequently employees collect incentive pay, or fail to do so through personal shortcomings, the greater the influence, the higher the profit. Therefore, it does not benefit management to withhold earnings, nor is it management's privilege to do so.

Third, employees should participate in a loss to the same extent that they participate in a profit. Of course, wages can't be readily reduced, but it can be re-

quired that future incentive earnings offset past losses before payment of gains. In every instance, give the employee notice of monetary losses as well as monetary gains.

How can management properly establish incentives? First step is to establish the amount of incentive the business can safely offer. Then decide the amount of fixed expense. This should be a reasonably safe figure, allowing for a reasonable reserve in event of a decline in business, at so many cents per gross profit dollar. For illustration, let's choose 50 cents per gross profit dollar.

Next, establish a good, sound, reasonable desired net profit. Let's arbitrarily take the figure of 25 cents per gross profit dollar.

Assigning the Incentive

Therefore, you have 25 cents to offer as an incentive. Such an incentive should then be assigned in various and appropriate forms to all employees.

Once familiar with the plan and its possibilities, it has been demonstrated in our company that employees will spare no effort to make their 25 cents amount to the largest possible number of dollars. Therefore, as a matter of course, without concern, worry or endeavor for management, the 25 cents profit amounts to more and more dollars of profit.

However, employees should be put on notice that if the allotted 50 cents of fixed expense increases, they, the employees representing incentive and you, the management representing profit, must pay the fiddler, share and share alike. The natural result will be to hold fixed expenses to the minimum.

Employees should know, too, that if fixed expense is reduced below 50 cents, they and you will share and share alike in the benefit. If humanly possible, fixed expense will be reduced, without further effort whatsoever by management.

Salesmen should have the incentive of a percentage of sales or gross profit, preferably the latter. However, in addition, salesmen should be penalized at least twice their commission rate for credit losses in their territory. Likewise, they should be paid the same rate for collection of bad debts.

Branch managers should be allotted a percentage pool of net profit before income tax. From ten to 16% of profit before federal and state income taxes is a good range.

HYDRAULIC VALVE TREATMENT

For Top Engine Performance

**SAVES
ON GAS**

**SAVES
ON OIL**

**SAVES ON
REPAIRS**

CORRECTS!

Frees hydraulic valve lifters

Permits valve lifters to operate quietly

Dissolves engine sludge and varnish

Increases power and gas mileage



MAINTAINS!

Keeps valves and lifters free

Cools as it lubricates

Protects engine parts

Increases the life of your car



DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment — He'll show his appreciation in repeat business!

Order from your jobber, or write to Dept. 171

EMEROL MANUFACTURING CO., INC.

242 WEST 69TH STREET, NEW YORK 23, N. Y.

Service there are 42 Black & Decker factory service branches strategically located throughout North America. There's one "next door" to you—staffed by experts to give fast, satisfying service, genuine replacement parts!

**We don't buy motors
—we build them!**

Every B&D motor is built specifically for each tool and the job it does so well! Compact, lightweight, universal type motors built to supply ample torque at most efficient spindle speeds . . . the kind of results you can expect from every B&D Tool!



Black & Decker electric drills mean low operating cost—
more convenience, less noise—and they're

POWER—BUILT TO LAST!

The power, speed and accuracy of Black & Decker Drills mean faster, better repairs and lower costs. The Black & Decker-originated pistol-grip and trigger-switch, the lightweight, *balanced power* GUARANTEE reduced operator fatigue! And unexcelled workmanship throughout makes your Black & Decker Drills thoroughly dependable, inexpensive, "low maintenance" shop workhorses.

31 models offer you a wide selection of drills from 1/4" up . . . for intermittent or continuous heavy-duty drilling! No matter what your requirements—you can't beat Black & Decker! Call your B&D distributor or write for free catalog to: THE BLACK & DECKER MFG. Co., Dept. 3511, Towson 4, Md.

Drills • Sanders • Polishers • Grinders •
Valve Refacers • Vibro-Centric Drivers &
Kits • Shears • Vacuum Cleaners • Black
& Decker's complete line of portable electric
tools—all power-built to make your jobs
faster, better, easier!



Leading Distributors Everywhere Sell

Black & Decker®

PORTABLE ELECTRIC TOOLS

Partial payments, monthly, if possible, otherwise quarterly, are very good.

Shop employees constitute a natural for an incentive plan, union or not. No union could possibly restrict a man's earnings, based on a proper plan to compensate above regular earnings for individual effort. It is being done that way in industry and the worker likes it, and responds in the natural manner.

As for the shop, the basic requirements of any incentive plan

are these:

1.—The shop as a whole must make a profit for the period, preferably one month, before any one individual benefits.

2.—Each individual should benefit in direct proportion to his contribution to the profit.

3.—Any loss shall be charged against each individual in direct proportion to his contribution to the loss. The loss must be made up on an individual basis before further payments are made.

In conclusion, it seems to me

that three highly significant facts stand out above all others where controls such as have been discussed here are exercised.

To make any control effective prime information should be put into play when that information, or data, is fresh; and any control should stimulate the natural desire for personal gain.

Our experience indicates there is a third point of considerable significance — that any control, properly understood, is effective as long as it is used consistently.

Dealers Face Liabilities

(Continued from page 42)

and long-lasting serious consequences.

Factors that indicate a very definite possibility of a healthy pause of re-adjustment are indicated by the official record itself.

If you have read the proceedings of the Fullbright investigation of the stock market — noted the increase in the margin requirements for stock purchases — and the increase in the re-discount rates by the Federal Reserve branch banks —

If you have read of the added billions of government money used to support huge farm surpluses, yet noted from Department of Agricultural figures a drop of 25% in farm prices in last four years —

If you have read the official record of the tightening of veteran and other home loan purchase requirements and already noted a rather surprising drop of 12% in construction units planned — and

If you have read the record of the important states, such as New York and Illinois, recently withdrawing public works financing proposals because of the stiffening of money rates —

If you will add to these factors the overproduction problem which is not confined to automobiles alone and the breakdown in the suggested list price of many articles and the low profits of retailers generally, we believe you will agree that a word of caution is timely and that most certainly the unhealthy fringes of consumer credit should be further trimmed.

And now we come to our own backyard — the problems that we as dealers should face as our own responsibility and be brave and honest enough to look at the truth. . . .

A recent survey shows that 85% of retail sales today are showroom



take a long look at
MILEAGE!

Mileage — you add it with Michigan Hi Therm Engine Bearings — best for replacement. You add miles of satisfaction — you stay miles away from arguments and make good jobs. You're miles ahead with faster, more accurate installations.



SPECIFY MICHIGAN HI THERM
Made to the same original equipment specifications as the bearings we supply to leading car and truck manufacturers.

michigan
Hi-Therm
engine bearings



**DETROIT ALUMINUM &
BRASS CORPORATION**

DETROIT 11, MICHIGAN

Chrysler does it again for '56!



1956 CHRYSLER NEW YORKER DELUXE ST, REGIS

Announcing the new **"PowerStyle" CHRYSLER**

1955 is already going down in automotive history as the year Chrysler Dealers set the pace with the greatest percentage of sales gains in the fine car field!

1956 is destined to be even better . . . with Chrysler showing its heels in style and performance and sales climbing even faster!

That pace-setting automobile you see above is the simple reason why.

The new "PowerStyle" Chrysler for

1956 is as excitingly new as a new car can be. It's lower, wide and l-o-n-g — 18 feet long from the new outrigger front bumper to the new flight-swept rear fenders. New outside . . . with dazzling new colors in the most-wanted combinations. New inside . . . with the most magnificent new interiors ever created for any car.

And in the performance department, too, this new "PowerStyle" Chrysler's really got it!

New FirePower and Spitfire V-8's! The first automotive airplane-type V-8's . . . now higher powered than ever.

New Pushbutton PowerFlite! The automatic transmission operated by pushbuttons on the dash. Makes shifting gears obsolete.

New PowerPilot Steering! The full-time power steering that gives a positive feel-of-the-road every minute, every mile.

New PowerSmooth Brakes! The safest, smoothest of all. And they'll outlast the next-best brakes 2 to 1.

Two More "Firsts"! A high-fidelity long-playing record player . . . and a heating system that heats *instantly*.

It all adds up to a great new year for the Chrysler Dealer. Watch and see!

NOW MORE THAN EVER . . . AMERICA'S MOST SMARTLY DIFFERENT CAR

CHRYSLER DIVISION • CHRYSLER CORPORATION
12200 East Jefferson Avenue • Detroit 31, Michigan

drop-in-deals. It is elementary to admit that these are shoppers who offer little opportunity for creative selling — doorbell ringing — demonstrating — and emphasizing the product instead of the deal. . . .

In this practice of bootlegging not only do we weaken our own moral fiber in failing to do our own selling job, but if the law of the jungle and the ethics of the rattlesnake prevail in our business, the community in which we each live realize there is not much fence between our affairs and

theirs, and they do not welcome such a condition in their own affairs.

In these wheel-and-deal days we had best keep our eyes on the priceless asset of public good-will.

In completing our picture of dealer shortcomings we make the observation that few of us have yet shocked ourselves up to a strict cost control program with a careful budget and guide control figures. . . .

And now let us come to our senior partner in this three-act

drama — the factory.

We understand that overproduction is generally denied as it applies to any one specific factory. If this is so, there is a serious consequence to consider.

If with over one-half million cars sold last year by non-franchised dealers and probably more this year, and with this huge unsold new-car stock in dealers' hands we have mentioned — if this is not overproduction, then it is possible that the method of distribution through authorized dealers is not sufficient to take care of normal production.

This would mean that the 40,000 individual dealers — experienced men of standing and influence in the business, civic and religious life of their community — with their investment in their individual businesses, including land, building, inventories, machinery and equipment — with many thousands of factory- and dealer-trained mechanics — we repeat that this would mean that this powerful merchandising group of experienced and solvent businessmen is not sufficient to do the job.

Must Outsiders Help?

Then could it mean that this time-tested and experienced organization must be supported by thousands and thousands of unauthorized dealers operating from vacant lots and from shade-tree lean-to's with no real investment or responsibility to either the factory or the purchaser and with no service facilities?

This is not a pretty picture to contemplate.

We know too much of the economy and we have too much faith in the leadership of our factories to consider that such an arrangement is a planned program. We are confident that the rat race for leadership and volume will stop short of this, but it is high time to note the trend.

As a dealer speaking for all of us, we say that too little importance has been put on our function of successful selling, which in the final analysis controls all production.

From published figures we learned that the three leaders spent more than \$70,000,000 in advertising this last year. We ask you how often did you notice a part of this \$70,000,000 being spent to build you up as a dealer — vital at two important points of customer satisfaction — a reliable selling and servicing agent?

for greater safety

new Big Boy Mirror assembly for all trucks

KD 51 Big Boy Mirror Assembly for all trucks and commercial vehicles has everything. Steadfast picture of the rear . . . vibration eliminated by outer and inner arms of heavy seamless steel tubing . . . and a brand new assembly design! Completely adjustable: vertical bracket mounting centers 14 1/2" to 19" . . . horizontal adjustment from 8" to 9 1/2" . . . inner arms heavily plated . . . 360° pivot of mirror head mounting tube . . . swivel mounting bolt in head.

universal mounting

Mounts left or right. Special brackets included in assembly for installation on 1955 GMC-Chevrolet trucks. Extensions, pivot, swivel . . . all combine to make K-D's Big Boy useful on all work units.



replaceable mirror glass



Double-strength replaceable glass in the 5 1/2" x 8 1/2" rectangular mirror head is held in place and protected by rubber guard. Silvered surface of mirror double-coated to prevent deterioration. Wax-impregnated gasket keeps moisture out. Steel mirror back is ribbed to increase strength without adding weight. Baked-on black enamel finish.



The Complete Line Truck Mirrors, Stop and Rear Lites, Reflectors, Clearance Marker Lites, Turn Signals are representative of K-D's complete single-source-service of automotive Safety Products.

K-D LAMP COMPANY
1910 ELM STREET • CINCINNATI 10, OHIO
WAREHOUSES: BOSTON • CHICAGO • LOS ANGELES
NEW YORK • PHILADELPHIA • SEATTLE • TORONTO



EXCLUSIVE!



**SOUTHERN
DOUBLE=LOCK***

*Trade Mark

BONDED BRAKE SHOES

1

A *thin* Resin base adhesive is first applied to the lining. It penetrates, strengthens and grips the lining as only a *thin* adhesive can.

2

A *thick* Rubber-Resin base adhesive is applied over the first adhesive to *grip the steel shoe* in a shock-and-heat proof manner as only a *thick* adhesive can.

Two adhesives are better than one. Buy
SOUTHERN DOUBLE=LOCK Bonded Brake Shoes!

Ask your Jobber
for details!

S
SOUTHERN
FRICTION MATERIALS CO. — CHARLOTTE, N.C.

Copyright 1955 Southern Friction Materials Co.



How much of this huge outlay was directed to the point that the final price may not be today's cut-rate deal, but should include genuine service as long as the car is in the owner's hands?

And we ask the factories how long do they think that their authorized dealers will continue to take care of the free service needs of one out of every seven of their cars being delivered through boot-leg channels?

In this \$70,000,000 where has been the story of the importance

of genuine factory parts and factory- and dealer-trained mechanics?

We ask the buying public: Is it possible that the authorized dealers are more interested in good service, customer satisfaction and repeat business than are the factories themselves?

A meeting like this could strike rich pay dirt if it could nerve some of us up as individual dealers to talk straight to our factories across the conference table about this.

Denied as overproduction is, we make the charge that overproduction does exist and we intend to support this position. The facts are:

—New cars for sale in the hands of thousands of unauthorized dealers, and widely advertised;

—The complete breakdown in the suggested list price structure as indicated in the *Fortune Magazine* shopping survey made in 14 cities in June of this year, and these cut prices widely advertised by us as dealers;

—The growing volume of sales to government units at below dealer's wholesale cost through factory-sponsored price concessions—a widely practiced procedure;

—The almost daily factory pressure for volume through dealers' meetings, daily long distance high pressure calls and high pressure traveler's visits — best known to dealers themselves;

—The huge unsold inventory of new cars running at a total of over 800,000 for three consecutive months after the peak of the spring selling season ended — best known to the country as a whole.

We let the case of overproduction rest on this set of facts.

And so what is the score on the fundamentals in our business today?

It is simply this: The law of supply and demand will exercise its premiums and penalties as certain as Newton's law of gravity.

Financiers Will Hear Yarnall and Simons

The American Finance Conference convention, to be held Nov. 16-18 at the Palmer House, Chicago, Ill., will feature speakers Frank Yarnall, Chicago, president of National Automobile Dealers Association, and W. J. Simons, Detroit, Mich., treasurer of Chrysler Corp.

Other speakers will include A. J. Blasco, president of Interstate Securities Co., Kansas City, Mo., Elmer E. Schmus, vice-president and cashier of the First National Bank of Chicago, and William A. Irwin, an economist.

The levels, health and 1956 outlook of automobile financing will be among the major subjects under discussion. The "working-session" program will include a number of forum-type discussion groups and clinics.

Nearly 850 are expected to attend.



Pull them in—to Your Shop— with a MANLEY Wrecker

• Wreckers are profitable two ways—for towing, and for pulling disabled vehicles into YOUR shop where you get the repair work. A MANLEY Wrecker can make money for you both ways.

Illustrated above is the MANLEY WC-8. This 8-ton wrecker has a large, oversize frame with double swinging booms. Two separate winches, with independent controls at both sides. Outriggers for heavy side pulls.

7 models available

The best-equipped garage gets the profitable business. See your MANLEY Jobber today.



**Manley Division
AMERICAN CHAIN & CABLE**

York, Pa., Chicago, New York, Portland, Ore.,
San Francisco, Bridgeport, Conn.

In Canada:
Dominion Chain Company, Ltd., Niagara Falls, Ontario



• The new WC-5 Wrecker has a 10,000 lb. pulling capacity. It has a double non-swinging boom that is designed to handle normal garage wrecking jobs. Boom can be raised and lowered under power directly from the power take-off. Also shown is MANLEY 2209 Towing Hitch.

Write for Information

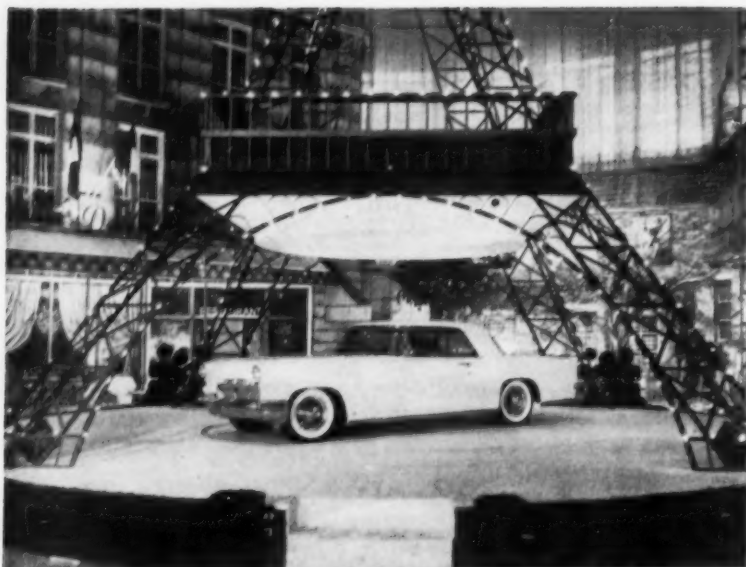
MANLEY DIVISION SAJ
American Chain & Cable, York, Pa.

Please send literature and prices on
MANLEY Wrecking Cranes.

Name _____

Address _____

Town _____ Zone _____ State _____



The Continental Mark II made its bow last month in an elaborate Parisian street scene reproduced at the Ford Motor Co. Rotunda in Dearborn, Mich. The Continental was shown for the first time beneath the arches of an accurate replica of the famous Eiffel Tower to 300 press, radio and television representatives from all sections of the United States. The luxury car stands within plain sight from a sidewalk cafe and typical Parisian shops.

Designed for Expansion

(Continued from page 35)

so both crews can reach it quickly. Other tools are similarly coordinated in each department.

The special departments, which the Goffs set up as soon as possible with the best and latest equipment obtainable, are the key to their successful operation. This is partly because they figure skilled specialists will do the work better and faster, and also their belief that, in order to retain the customer's good-will and confidence, they must be equipped to take care of the whole car, any job on any model.

With their system the Goffs figure in over half of the cases to do a normal four-hour job in two to three hours. Also, with specialized equipment and training, three men can do four men's work, they say.

For example, by splitting up the work, they do a \$40 tune-up job in from one to one and a half hours. A complete brake job takes only 45 minutes, with two brake specialists and a helper—each mechanic working on the shoes, drums and cylinders on his side of the car, while the helper takes off, puts back and cleans up the job.

Plant layout has been reorganized periodically to relocate the "long-term" jobs, such as body

work and paint shop, in the rear row of shops, and to emphasize hurry-up jobs in the front. The latter include lube, automatic transmission, tune-up, electric, radio and TV, wheel balancing in two locations, brakes, alignment and at the end major overhaul jobs—which later may be moved into the rear row when that is expanded.

The parts department is in the center of the front row right behind the office, and almost equally central for the rear row of stalls. There are no inside posts for supports, except one in the large four-stall body shop in the rear, where painting and air-conditioning departments are also situated.

The stall entrances are 11' high by 12' wide, with automatic overhead doors which are closed only at night. Stalls are 12' wide, and 30', 40' and 46' deep, respectively. The comfortable shaded customers' waiting room is in the center of the front row.

One reason for urging folks to watch their cars being fixed is that this is an excellent chance to tactfully plug preventive maintenance. A large wall chart indicates periodic mileage points at which check-ups and service are necessary. Customers are shown this chart and then left to look it over and sell themselves—this they do,

and ask for check-ups in many cases.

If the brothers were building again, they would make all stalls of double depth and figure to open up more at the back for easier car movement. They would also give up more space to the very active automatic-transmission department, which will soon be moved to the rear row and equipped with automatic lifts.

They will make more room in front for front-end and alignment work as well by moving some slower-tempo shops to the rear when possible.

The Goffs built strongly enough of concrete and steel so that they can add a second story to the front row—since basements are too wet in South Florida. The upper floor would be used for storage of material and some car jobs, and be reached by a compact lift.

Lew and Jim Goff have no beef with flat-rate shops, particularly dealers handling mostly their own models, but they do feel that for their type of general repair a salary deal assures the mechanics a larger than average annual income.

They also believe it insures the shop of holding good men the year 'round. In any case it shows their confidence in future volume to keep on guaranteeing more men a full income right around the calendar. They do farmed-out work for some authorized dealers on radio, Hydra-Matic, radiator and body work, mostly on orphan or used cars.

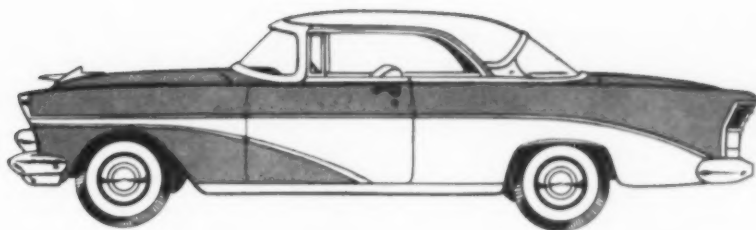
Young Executives Shoot For 1,000 New Members

THE young executives group of National Automobile Dealers Association is aiming at 1,000 new members by Jan. 1, or 100 charter members for each state chairman.

The steering committee is functioning as membership committee with each regional chairman responsible for campaigns in his areas. He is to contact state chairmen asking that they designate men in every community to head the drive at the local level.

Their biggest problem is acquiring lists of prospective members.

At a recent Chicago meeting John Wise, Jr., of Hazlehurst, Miss., was appointed national secretary of the group. The annual meeting will be held at the NADA convention in Washington, D. C., in January.



Modern two-tone styling calls for
sharp, clean masking

Get precision color separation with

SCOTCH
BRAND
 Masking Tape!



Repainting flashy new cars—older cars too—calls for high-style two-tone work. To turn out perfect jobs use the masking tape that always holds tight . . . it's thin—

has less edge build-up . . . handles easily—cuts down your work . . . removes clean. Use famous "SCOTCH" Brand Masking Tape for *all* your repaint jobs.

3M Automotive Products

Order now from your 3M jobber



Made in U.S.A. by Minnesota Mining and Mfg. Co., St. Paul 6, Minn.—also makers of "SCOTCH" Brand Pressure-Sensitive Tapes, "SCOTCH" Brand Magnetic Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. Export Sales Office: 99 Park Avenue, New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.



Executive Director Ralph James of the Independent Garagemen of America met with other officers at this session in Pennsylvania which followed some earlier gatherings in the South in his trip East from his Tulsa, Okla., headquarters. Shown posed around the new membership insignia are (l. to r.): Robert Pelletier, Roy Nissley, John Sollenberger, Charles Neudorf, Ralph James, Ammon Shelly, Elton Reed and John Breneman. Neudorf is president of IGO of Pennsylvania, Pelletier is eastern regional director of IGOA and Breneman is vice-president of IGO of Pennsylvania and a director of IGOA.



The owners of almost every car on the road are prospects for a pair of Tung-Sol VISION-AID Headlamps.

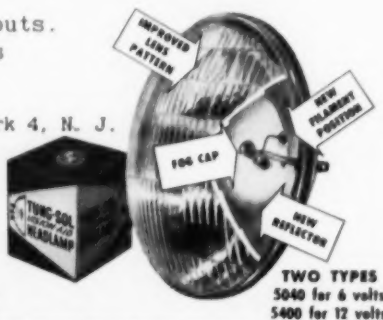
You can regard every car, except the very newest models, as a prospect for two of these Tung-Sol VISION-AID Headlamps. Every change-over is a worthwhile sale — price of the lamps, installation and re-focusing.

These headlamps send light up to 80 feet farther down the right side of the road. They reveal obstacles and curves sooner. And a new principle of stray light control kills glareback from fog, rain, snow or dust.

Don't wait for burn-outs. Sell Vision-Aid Headlamps by the pair.

TUNG-SOL ELECTRIC INC., Newark 4, N. J.
Sales Offices: Atlanta, Chicago, Columbus, Culver City, Dallas, Denver, Detroit, Newark, Philadelphia, Seattle. Canada: Montreal.

TUNG-SOL® VISION-AID HEADLAMP



Ford's Mystere

(Continued from page 55)

clude bearing temperature, fuel and oil pressure gauges, tachometer, inclinometer and altimeter.

Provision is made for two-way radiotelephone communication in both seat compartments with a microphone in the steering wheel and full telephone between the rear seats.

Other interior highlights include four pivoting, bucket-type seats, a radio-television combination for rear seat occupants, and decorative trim featuring bright and satin finish chrome, and black, magenta, tropical rose and pearlescent white colors.

Parts Rebuilders Choose Texan as '56 President

THE Automotive Parts Rebuilders Association elected J. W. Harper, Lec Electric Co., Dallas, Texas, as president at its Detroit convention in September.

Other officers are: W. G. Weldon, Van Bergen and Greener, Chicago, Ill., first vice-president; H. B. Hastings, The Hastings Co., King, N. C., second vice-president; L. E. Titus, Tam Engineering Corp., Tacoma, Wash., third vice-president; Tom A. Monteith, Monteith Brothers, Inc., Elkhart, Ind., secretary, and Leonard D. Hubert, Hubert Products, Chicago, treasurer.

Atlanta SAE Hears Carnell

The Atlanta, Ga., section of the Society of Automotive Engineers, heard N. W. Carnell, director of education for Holley Carburetor Co., speak on "1956 Carburetion Developments" at its Oct. 10 meeting.

PROVEN BEST for Regular Duty

GRIZZLY "SYNCRO" BRAKE LINING

Bring 'em to a dead stop . . . alive! Give your passenger car reline customers safer, more positive braking action under all conditions. Give 'em "Syncro," the durable lining. "Syncro" is waterproof, glaze-proof, made of special heat-resistant materials, and *super-tough!* Customer satisfaction begins the minute they see the Grizzly sign outside your shop. This gives you the backing of Grizzly's more than 44 years of making the finest brake linings and brake blocks available to passenger car and truck owners. Your customers know the Grizzly reputation for quality and they'll respect your judgment for recommending Grizzly "Syncro" brake lining to them. Ask your Grizzly Distributor for details. Ask him, too, about "Silvertip" brake lining for power-brake customers and light trucks, and brake blocks for heavier trucks.

Grizzly Manufacturing Division
Paulding, Ohio



Bear in mind  . . . Ask for

GRIZZLY

REG. U. S. PAT. OFF.

SYNCRO

BRAKE LINING





The gang really lined up when City Motor Parts held its fifth annual barbecue at Elizabeth City, N. C. The owners are T. L. McDaniels, C. C. Jones and D. A. Johnson. More than 500 persons came for the feast.

What's Ahead in South

(Continued from page 43)

\$270,000 more bank deposits; 107 more passenger cars registered; four more retail establishments.

For each 100 new factory workers it was found there were \$360,000 more retail sales per year. Automobile dealers benefitted to the extent of \$50,000 more annual sales; gasoline service stations \$20,000; grocery stores \$70,000; eating and drinking places \$30,000; department, dry goods and variety stores \$45,000; clothing and shoe stores \$25,000; lumber yards and building material dealers \$15,000; other stores \$105,000, making the total increase of \$360,000. . . figures are averages for whole counties, they reflect not only the expansion in the cities and towns themselves but also the benefits for the farmers of the counties with the greater markets for their products. So it is clear industrialization includes expansion in many activities of community life.

And it is in this realm of manufacture, with its great effect on the economy as a whole, that the South is showing and will continue to show its greatest gain. The South's economy has developed to the extent that the value of its manufactured products is now many times the value of its farm and mineral products. Last year a new multi-million-dollar plant or addition was begun in the South for every working day in the year. Today's value of Southern manufactured products is well over \$60 billion annually—five times greater than in 1940.

An excellent yardstick of Southern commercial and industrial development is the growth of the Southern electrical industry. In the four years, 1951 to 1954, inclusive, 44% of the country's gain in output of the electric light and power companies was accounted for by the South. 53% of the country's gain in new commercial and industrial central station customers was in the South.

While many factors determine the location of a new plant or the

It's a terrific sales success!

Have you cashed in?

CASCO EXTRA-PROFIT LIGHTER OFFER!



This sample display
PUTS YOU IN THE LIGHTER BUSINESS

with a Complete Assortment
of Balanced Merchandise,
Everyone a Fast-Selling Item!

with your order for:

2 L142 Ash Guard Pop-Out Units	(12V)	@	\$2.20 List ea.
3 L144 Ash Guard Elements	(12V)	@	1.70 List ea.
2 L6 Fits-All Pop-Out Units	(6V)	@	1.55 List ea.
3 L8 Fits-All Elements	(6V)	@	1.05 List ea.
1 L120 Safe-Glo Receptacle	(12V)	worth	\$1.80

YOU GET FREE

PLUS 1 L29 Non-illuminated Receptacle (6V) worth \$1.05

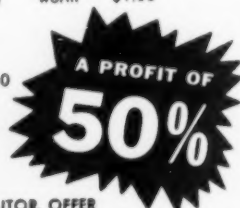
All On a Sell-On-Sight Counter Card!

Your total cost, a low \$9.45—Your total selling price, a high \$18.60

YOU MAKE \$9¹⁵



ORDER NOW THROUGH YOUR DISTRIBUTOR. OFFER LIMITED. CASH IN ON THIS EXTRA PROFIT OFFER!
Casco Products Corp., Bridgeport 2, Conn.



New WRECKER MODELS Step-up EARNINGS for **HOLMES** USERS!

For over 40 years, the trade has looked to Holmes Engineering for wrecker and towing equipment to meet every road service requirement. During this time the Ernest Holmes Company has provided equipment for the handling of all types of wrecked or disabled motor vehicles. The combined results of these years of progress in designing and development of equipment, that is today so widely used, gives the company a background of experience unequaled by any other wrecker manufacturer. The Holmes line of equipment now offered, features the most advanced type of engineering improvements, representing the highest degree of working efficiency yet developed. There are 6 streamlined wrecker units, each of different size and capacity for more profitable handling of today's jobs. Although each model has its own desirable points, all units have built into them those proven features of Holmes construction which assures safe and efficient use, on any terrain and under every possible working condition. Today only HOLMES offers such TRIED, TESTED AND PROVEN performance, in such a wide choice of wrecker equipment. Why not get full information from factory today.

MODEL 400 — For light pick-up and towing. Small, compact, low in height, with non-swinging boom. Has rated capacity of 3 tons.

MODEL 460 — For pick-up and towing of all cars. Fast, flexible, economical to operate. Boom capacity, each 3 tons.

MODEL 525 — An all purpose unit. Handles all cars, average truck, and wide variety of work. Boom capacity, each 6 tons.

MODEL 650 — Built for Heavy Duty work yet fast, flexible enough for light cars and trucks. Boom capacity, each 10 tons.

MODEL 850 — Handles big, heavy Trucks, Buses, Trailers and all types of commercial work. Boom capacity, each 15 tons.

ERNEST HOLMES CO.
CHATTANOOGA, TENNESSEE



MODEL 400



MODEL 460



MODEL 525



MODEL 650



MODEL 850

NEW STANDARD DUTY

ELECTRIC IMPACTOOL

\$94.50

NEW SIZE 4U-SD



**FOR
JOBS NOT REQUIRING
MAXIMUM POWER and SPEED!**

Now, an Impactool with world-famous Ingersoll-Rand quality at a new budget price. An ideal service station and service shop tool for jobs that do not require maximum power and speed. The 4U-SD has the same construction features and ball and cam impact mechanism proven in the I-R line of Impactools. Saves time and effort on dozens of service jobs. Handy standard attachments convert the 4U-SD from a nut runner into the following tools:

- reamer
- screw driver
- taper
- drill
- wire brush
- hole sawer
- wood borer
- stud driver
- masonry drill

Call your Ingersoll-Rand jobber for a demonstration of this new popular-priced Impactool, or any tool in the I-R line.

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Originators of Impactools

AIR & ELECTRIC

building of an addition, the three main ones may be summed up in the three M's — Markets, Men and Materials. Fortunately the South is rich in all three. As Southern income has increased and the Southern market for industrial and consumer products has expanded, new industrial plants have been attracted to the area. Markets depend upon income and in turn income depends upon markets, so when the movement once gets started, as it has in the South, it has a tendency to snowball. . . .

The South's Blessings

As to materials, the South is blessed with many mineral resources, coal, natural gas, petroleum, forest products; ample electric power at reasonable rates, good transportation systems and plenty of usable water together with favorable climatic conditions. It is offering manufacturers many advantages not to be found elsewhere in the country.

Just what effect has this new industrialization and new diversified economy had on your income and mine and that of our associates and neighbors? The answer is best given in the figures on income payments to individuals which are regularly put out by the U. S. Department of Commerce. From 1939 to the present time the gain in the South has been 364% as compared with a gain of 290% in the rest of the country. The effect on retail sales has been equally striking — the gain in the Southern states during the same period of time being 359% as compared with a gain of 287% in the rest of the country.

And the automotive industry has shared substantially in this increased prosperity. There are now in operation in the South slightly over 19 million motor vehicles, exactly one-third of the total registered motor vehicles in the country. And note this: The increase in the South since 1939 has been 128%, as compared with an increase of 83% for the rest of the country. You dealers have been doing an exceptionally good job.

The U. S. Bureau of Public Roads' recent preliminary estimate of registrations for this calendar year showed Florida and Texas leading in percentage increases, with Alabama, Georgia, North Carolina and Louisiana ranging nearly double above the national average increase of 4.6 expected for this year. That's something for the South to toot its horn about!

US-Made Turbo Prop Has Elbow Jet Spark Plugs

THE first American-made turbo-prop engine for commercial aircraft features AC "elbow jet" spark plugs, AC Spark Plug Division of General Motors Corp. announced.

Said Martin J. Caserio, chief engineer, "Design of the plug is in the shape of a 90° angle to accommodate the limited space between engine and covering. This was made possible through the development of a process for fabricating a one-piece, right-angle insulator without sacrificing strength."

Stainless steel barrels and bigger electrodes are used for strength. A steady stream of burning fuel hits jet plugs, whereas in a reciprocating engine, fuel hits each plug only once during the firing cycle—permitting time for the plug to cool.

Parish Expansion May Up Chassis Production 40%

PARISH pressed steel division of Dana Corp. has planned a multi-million-dollar expansion program which may result in a 40% increase in automotive chassis frame production capacity, J. E. Martin, Dana president, said.

Construction will involve two additions to its present Reading, Pa., plant, one 560' long by 180' wide and another 180' long by 90' wide.

The larger building will be laid out in two bays, one to house an assembly line for either Oldsmobile or Buick frames. The smaller building will house painting machines.

Federal Motors Relocates in Minneapolis, Minn.

FEDERAL Motor Truck Co., a division of Napco Industries, Inc., formerly headquartered in Detroit, Mich., has relocated in Minneapolis, Minn., Max E. Rappaport, Napco president, announced.

Federal Truck is to operate in a 300,000-square-foot plant expanded from Napco facilities, cost of expansion and equipment to run about \$1,000,000. Federal's 400,000-square foot Detroit manufacturing facilities will continue as an additional operation for the division.

The Minneapolis plant will produce parts, trucks, cranes and tractors.

HEAVY DUTY

ELECTRIC IMPACTTOOL

\$130.

NEW SIZE 5U



MAXIMUM POWER AND SPEED FOR ANY JOB!

Here is the lightest, most powerful ½" drive Impactool in its field. Handles all but the largest nuts and bolts on cars and trucks. Ideal for use on today's high compression, high torque engines. The new 5U gives you extra power and speed on universal joint and angle head jobs and it's multi-purpose, too. Standard attachments easily convert it from a nut runner into the following tools:

- reamer
- screw driver
- tapper
- drill
- wire brush
- hole sawer
- wood borer
- masonry drill
- stud driver

Get a demonstration of the new 5U in your shop today. Your Ingersoll-Rand jobber will arrange it at no obligation.

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Originators of Impacttools **AIR & ELECTRIC**

"Substantial Number" of Turbo Cars In Ten Years Predicted by Scientist

By A. A. KUCHER

Director of Scientific Laboratory, Engineering Staff
Ford Motor Co., Dearborn, Mich.

I KNOW that what you would like most to hear about is:

"When will we be driving cars with gas turbines."

I can tell you this: That we in gas turbine engineering have a firm conviction that the numerous problems of design, performance and cost of turbos for vehicles will be solved. From a technical standpoint, the gas turbine today can be justified in heavy vehicles and a substantial number of passenger vehicles will be equipped with turbos within the next ten-year period.

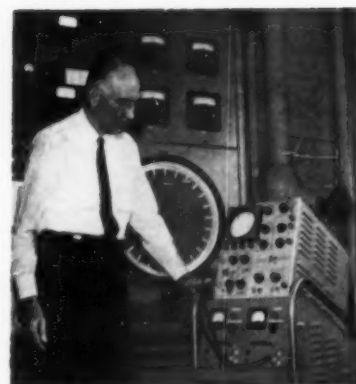
This does not imply that any of the problems involved have been satisfactorily solved as yet. Take the matter of fuel consumption: the very best that can be projected employing known maximum component efficiencies, including ex-

Here are excerpts from an address before the national press conference held by Ford Motor Co. last month. Andrew A. Kucher is shown here examining electronic equipment used in developing and testing gas turbine engine components. This equipment is located in the control room of the pilot gas turbine laboratory at the Ford research and engineering center at Dearborn.

haust heat recovery systems, brings us near to but not quite comparable with present internal combustion engine performance, over the entire operating range.

The same relationship applies to the acceleration characteristics of the two types of engines.

The internal combustion engine,



in spite of its maturity, will be improved substantially in the future. We can expect, for example, that the internal combustion engine of the future will be more compact, of greater efficiency, of increased compression ratio and of higher horsepower than the present, excellent engine; therefore, the gas turbine must compete with these future engines. Considering the improvements in fuel consumption and other characteristics obtained to date and the degree to which we can logically expect improvements in gas turbine performance by careful attention to engineering detail of components, we unhesitatingly maintain that the gas turbine will be competitive, performance and costwise, with the internal combustion engine. We believe that if a complicated device such as the internal combustion engine can be built as cheaply as it is, then the future gas turbine, by reason of its basic simplicity and potential high production, will be produced at lower cost.

There are other means of converting petroleum fuel into mechanical energy. In our basic engineering department, we explored deeply into these possibilities. We have, for example, restudied the steam cycle in view of modern high temperature and high pressure practices. We are taking a good look at the free piston engine. For those of you who are not familiar with the free piston engine, it is a crankless internal combustion engine in which the total energy of the opposing pistons is used to pump a high volume of high pressure air to a power turbine which drives the vehicle. Interest in this form of power generation stems from the fact that the fuel economy of such a system is comparable with that of a diesel engine.

There are other systems under investigation.

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**EASILY AND SAFELY
CLEANS AND RESTORES COLOR**

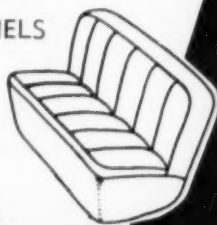
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Here's why:

THE BIG **M** . . . Mercury for 1956 has more beauty, more power, more value and more models than ever before.

THE BIG MARKET . . . Mercury sells in a market equally as large as the market for lower priced cars.

THE BIG RECORD . . . Mercury has grown faster than its competitors, increasing sales by 143% from 1947 to 1954.

THE BIG FUTURE . . . Mercury's future is well-planned and provided for by the aggressive leadership and continuously expanding facilities of the Ford Motor Company.

THE BIG **M** - MERCURY

A magnificent value in the Ford Family of Fine Cars
MERCURY DIVISION • FORD MOTOR COMPANY

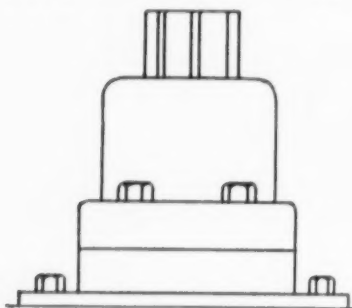
6200 W. Warren, Detroit 32, Michigan



TIME SAVERS

To Make a Driver Tool For Fuel Gauge Cap

ON FORD products it is sometimes necessary to adjust the fuel gauge "sender," also called the tank unit. This can be done by prying off the cap and moving a



cam in the proper direction, but after that the job is to get the cap replaced properly.

An excellent driver for the cap can be made by using the outer shell of a "follow through" starter drive as shown in the sketch. The shell just fits the cap; one tap with a hammer and it's on.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

When Replacing Pump Use a Stud

WHEN the cap screws hold the fuel pump on the side of the engine so it is hard to see on one side, the use of a stud will hold it in line when replacing. Use a cap screw with the head removed and

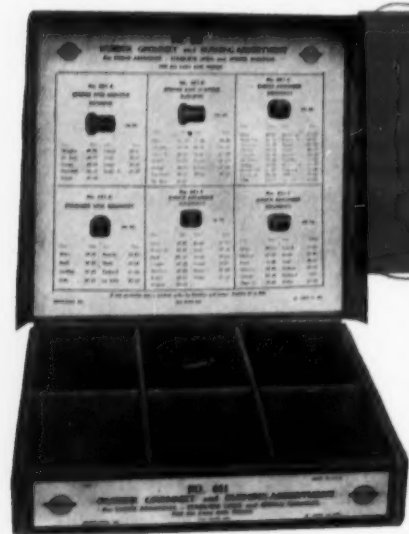
slotted for screwdriver removal to make the stud.

With one side tight, the pump is now in line when the stud is removed to start the other cap screw.—C. Kernaghan, 2324 Harris Street, Independence, Missouri.

If Governor Weights Jam Blocking Reverse Shift

WE HAVE a number of service calls each month when the car owner is parked in a close place or headed into a place where he must back out. He can put the car into reverse with the engine dead, but as soon as the motor starts he cannot put the car into reverse.

This trouble is caused by stuck

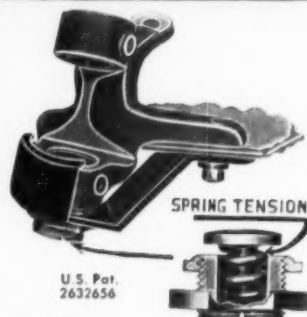


No. 681 RUBBER GROMMET AND BUSHING ASSORTMENT—Shock Absorbers—Stabilizer Links, and Spring Shackles for all cars. Covers 90% of your needs, contains 96 assorted bushings. Save time and money with this assortment. List prices 681-A, 681-B, 15¢ each; 681-C, 16¢ each; 681-D, 681-F, 20¢ each; 681-E, 10¢ each.

Here Are Two POPULAR SERVICE NUMBERS in the CHAMP-ITEMS Line!

For Front Ends and for Shock Absorbers, Spring Shackles and Stabilizer Links service, these two Champ-Items are winners in any shop.

ORDER
FROM
YOUR
JOBBER



No. 686 STEERING IDLER ARM SILENCER with constant spring tension for Chevrolet cars 1949-1954. Eliminates front end noise. Stops excessive wear on bushings. More positive steering. Holds toe-in to accurate setting. Corrects front end weave and tire wear. No adjusting necessary after installation is made. List \$2.95 each

CHAMP-ITEMS, INC. 6191 Maple Ave., St. Louis 14, Mo.

GOT A GOOD

\$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

governor weights in an open position, allowing the reverse blocker piston to block the reverse shift.

Pull the emergency brake up real tight, turn the switch on and short across the starter solenoid, starting the engine with the car in reverse. This will always work and 90% of the time will dislodge the stuck governor weights and correct the trouble at the same time.

This, of course, is on cars equipped with Hydra-Matic transmission and other cars using a similar reverse blocker. The method saves considerable time and wrecker expense.—John S. Chapman, Service Manager, Milner Pontiac Company, 806 West Capitol, Little Rock, Arkansas.

To Construct a Puller For Water Pump Hub

A WATER pump hub puller can be made by taking an old hub, brazing a nut on the bottom and drilling two of the four holes a little larger to allow two long bolts to turn in the hub.—Arthur Kay, Sitton Buick Company, 38 Westfield Street, Greenville, South Carolina.

When Unlocking the Trunk On Air-Conditioned Ford

WHEN the trunk on an air-conditioned Ford cannot be unlocked in the regular manner and the air-conditioning unit prevents going through the rear seat back, there certainly is a problem.

The lid might be pried open at the risk of serious damage to it, but fortunately there is an easier way. Here's how I do it:

From underneath the car cut a hole in the trunk floor at a point between the fuel tank and the

extra tire well. The hole should be large enough for an arm, but need not be cut out all the way. Cut part of a circle and bend the metal up.

It is then possible to put one arm in the hole and with a 5/19 wrench remove the bolts holding the trunk latch. With the trunk open it is an easy matter to bend the metal down in the hole just cut. Fasten it with a couple of bolts and washers and cover with sealer.—R. D. Hudgens, 2814 Lillian Street, Shreveport, Louisiana.

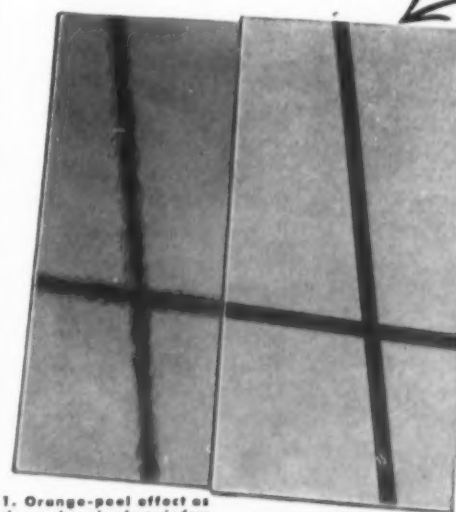
Mounting the Generators On Late-Model Fords

ON LATE-MODEL Ford products, generators are "underslung" and must be lifted upward to straddle the mounting brackets on the engine. On some brackets the generator is such a tight fit that lining up the bolt holes is almost impossible.

On such jobs a time-saving method is to loosen the generator through the bolts enough to allow the ends to spread and slip easily

For Smoother Flow-Out

Use Ditzler's FLO-DRY Enamel Reducer!



1. Orange-peel effect as shown above by shopwindow reflections is often the result of poor flow-out.

2. You can get perfect flow-out and luster like this with DTE 202—Flo-Dry

DTE 202



Ditzler's DTE 202 is a necessity in most paint shops. It is a specially formulated enamel reducer that enables you to do faster and more economical work under a wider range of drying temperatures.

When used in recommended proportions with synthetic enamels DTE 202 gives a better flow-out with an earlier initial set. It assures hard through drying, better leveling, higher luster and greater customer satisfaction. Ditzler's DTE 202 is unusually helpful in shops doing fleet painting because of the speedier through drying required for taping and handling.

Ditzler Color Division, Pittsburgh Plate Glass Company, Detroit 4, Michigan.



DITZLER

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

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onto the brackets. After the generator is mounted, be sure to retighten the through bolts.—*Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

Getting Converter Pump To Pick Up Oil

AFTER overhauling or replacing the oil seals in the torque converter on 1951-52 Chrysler cars, it sometimes proves difficult to get the torque converter oil pump to pick up the oil.

We find considerable time can be saved when you have this difficulty by filling the converter pan until oil just begins to drain out the filler hole. Then start the motor, and with the engine idling, use an air hose to apply air pressure through the filler hole for about ten to 15 seconds.

Remove the air hose and continue filling until the oil level remains at the bottom of the filler plug. Replace the filler plug. Set the hand brake, put the shift lever in "Drive" and run the engine at

fast idle for about one minute. This will remove any air that may be trapped in the converter.

Recheck the oil level and it's ready to road test.—*Frank Roberts, Young Motor Company (Dodge-Plymouth), Chester, S. C.*

If Electricity Fouls Up, Test Light Bulbs First

MUCH time can be saved in eliminating some screwy electrical trouble by checking light bulbs before going to the trouble of checking out a lot of hard-to-get-at wires.

I had a '50 Nash on which the ignition switch would not shut off the engine while the lights were on and the brake pedal depressed. I found that a single-contact, single-filament bulb in one of the rear lights caused the trouble. The contact touched both terminals in the bulb socket, and the bulb would burn either as the taillight or stop light, but, of course, not both at the same time. The correct bulb cured all the trouble.

I have also had a number of cases where the dash lights would come on when the brake was applied. Incorrect or defective bulbs in the rear lights were found to be the cause in every case.—*Victor McGee, L. E. Dick Motor Company, 415 North 7th St., Mayfield, Ky.*

To Oil Nash Bearing Hard to Get At

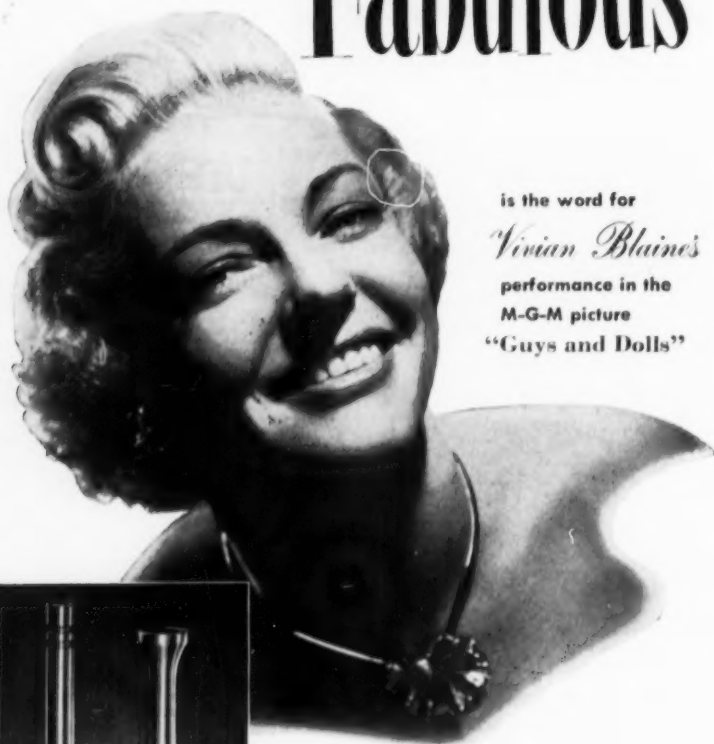
THE starters on several Nash models have no provision for oiling the rear bearing. These often get dry and gummy and cause sluggish action when there is nothing else wrong with the starter.

When one of these starters is off the car, drill a 3/16" hole through the front outside flange of the rear starter end plate. Let the bit follow down the side of the inner part of the plate into the bushing boss.

Drill almost through the boss and bushing with the 3/16" bit, then drill on through with a 1/8" bit. Force a piece of 3/16" copper tubing through the outer flange and into the boss as far as it will go. Cut off the tube, leaving 3/8" protruding from the starter end plate.

Solder a spring lid oil cup to the tube and you have a neat job that will save a lot of unnecessary starter removals. Drill a hole in line with the starter terminal post.—*Victor McGee, L. E. Dick Motor Company, 415 North 7th Street, Mayfield, Kentucky.*

Fabulous



is the word for
Vivian Blaine's
performance in the
M-G-M picture
"Guys and Dolls"

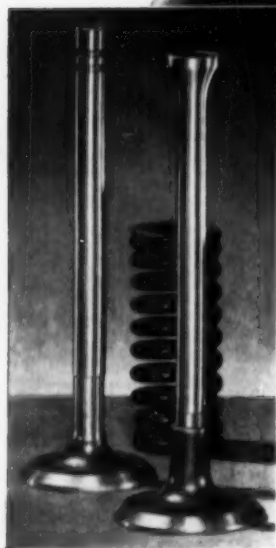
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in motors everywhere, of

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Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: J. S. Connell Co., Dallas; Lawrence M. Hirsig Co., Jacksonville.



NOW—IN NOVEMBER—

G-E *All-Weather* Headlamp Magazine and TV advertising is going full blast!



NOW'S THE TIME to display and sell G-E *All-Weather* Headlamps!

JUST LOOK at all the G-E *All-Weather* Headlamp advertising that's packed in this current 30 day period. Seven big-space ads in national magazines are in your customers' hands now! And TV commercials on the award-winning network show, MEDIC! All telling drivers about this revolutionary, new night-driving safety!

General Electric *All-Weather* Headlamps help your customers see through fog, rain and snow. They make it easier to see the road against oncoming headlamps. They spread *more* light over *more* area to show up curves, dips and obstacles. (And they give maximum light in clear weather because the fog shield doesn't affect the upper beam.)

You can't afford to miss these profitable extra sales! Order G-E *All-Weather* Headlamps from your supplier today!

SELL THEM IN PAIRS!

You'll sell more new G-E *All-Weather* Headlamps than ever before! Look at the facts on replacement headlamp sales: 67% now being sold in pairs—50% represent *extra* sales—in the last 6 months alone, sales are up 100%!* Order G-E *All-Weather* Headlamps now—the brand motorists are asking for! Miniature Lamp Dept., General Electric Co., Nela Park, Cleveland 12, Ohio.

*Based on survey of 300 dealers in 19 cities.



GENERAL ELECTRIC

Manuals and Bulletins for You

(Continued from page 39)

826—Garage Cleaning

—a pin-up chart gives instructions for cleaning of parts, radiators, cars, floors and use of steam detergents and paint stripping. — *Oakite Products, Inc., 19 Rector St., New York 6, N. Y.*

827—Masking Chart

—includes 16 illustrations showing proper masking of cars for painting, recommends widths of masking tape and paper. — *Minnesota Mining & Manufacturing Co., 900 Fauquier Ave., St. Paul 6, Minn.*

828—Engine Service

—covering various reasons for engine failure and cures for them. — *Rebuilders, Inc., 100 International Rd., Garland, Texas.*

829—Alternator Brochure

—describes alternator systems for small trucks — their operation and installation. — *Leece-Neville Co., 1374 E. 51st St., Cleveland 3, Ohio.*

Want more information?
Use coupon on page 98.

830—Friction Catalog

—includes sections on brake lining, brake shoes, clutch facings and rivets and details on brake bleeder and fluid dispenser deals. — *Raybestos Division, Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport 2, Conn.*

831—Painters' Dope Sheets

—tell reasons why jobs go wrong, corrective measures, application directions and other helpful hints. — *The Arco Co., 7301 Bessemer Ave., Cleveland 27, Ohio.*

832—Clutch Sets Catalog

—contains illustrations and alphabetical listings of clutch sets and component parts for popular cars and trucks. — *Accurate Parts Manufacturing Co., 1600 S. Ashland Ave., Chicago 8, Ill.*

833—Soldering Bulletin

—explains various types of soldering and action of fluxes, suggestions for proper selection and application. — *Pfanstiehl Laboratories, Inc., 104 Lake View, Waukegan, Ill.*

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THE FIRST . . . and still the MOST POPULAR, MOST PRACTICAL, SIMPLEST, MOST UNIVERSAL tool of its kind made.

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Any crankpin (including No. 1) on any engine can be trued with "JOURNALIZERS" without removal of engine, dismantling of chassis, axle, steering or accessories. Removal of spark plugs and oil pan prepares the job. No costly accessory drive required for conventional or fluid drive engines. This low-cost tool can be operated by any mechanic to turn damaged and out-of-round crankpins to factory finish. Ask your jobber or write for Price Sheet and 7th Edition Journalizer Catalog which lists passenger car, truck, tractor, industrial and marine engines.

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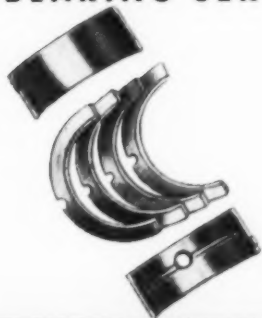


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You can bank your profits on a job you do with CHROME-CONTROL LEAK-PROOF Piston Rings the very day it's finished because the job won't be back. They seat quick, they give quick customer satisfaction—and that adds up to quick profits.

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McQuay-Norris Manufacturing Company, St. Louis 10, Mo.



CHROME-CONTROL LEAK-PROOF PISTON RINGS WILL
OUT-PERFORM ANY OTHER SET IN THE "HARD-TO-
HOLD" JOBS REGARDLESS OF KIND, DESIGN OR PRICE.

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FOR FORDS AND
1955 CHEVROLETS



FOR CHEVROLETS AND
GMC PICK-UPS, 1954
AND EARLIER

• Here's the permanent solution to a problem that has plagued automotive repair men and their customers for years. Davis Ball Boots offer complete drive line protection for today's most popular cars and pick-ups . . . end dirt intrusion, oil or grease loss, mechanical failure . . . make happy customers out of disappointed ones . . . and provide a new way to increase profits.

Made of neoprene, Davis Ball Boots are impervious to oil and grease. They are easy to install, last for years under normal conditions, are unconditionally guaranteed for 50,000 miles!

Learn how easy it is to build up a profitable volume of new business. Be the first in your area to offer DAVIS BALL BOOTS to thousands of Chevrolet, Ford and GMC owners. Write today for information, or ask your jobber.

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BALL BOOT CO., INC.
2301 YALE STREET HOUSTON, TEXAS
"THE ONLY NAME IN TRANSMISSION
AND DRIVE LINE PROTECTION"

834—Cushion Promotion

—is an envelope stuffer advertising its line of air-cooled seat cushions. — *Mitchell Manufacturing Co., 1631 Ballman Rd., Fort Smith, Ark.*

835—Maintenance Data

—"Piston Rings, Pistons and Cylinders" is a technical discussion of the most prevalent fleet engine maintenance problems, causes and remedies and covers engineering developments to overcome these problems. — *Perfect Circle Corp., 552 S. Washington, Hagerstown, Ind.*

Want more information?
Use coupon on page 98.

836—Switch Brochure

—tells about the "nervous system" of a car from the standpoint of switches, where the switches are located and what functions they have. — *Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.*

837—Brass Fittings

—lists and illustrates popular brass fittings, shut-off valves and drain cocks used on most cars and trucks. — *The Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7, Ill.*

838—Motor Degreasing

—tells about "Carbon-Met," a formula for degreasing motors, generators and electrical components, which is said to be non-explosive. — *The Curran Corp., S. Canal St., Lawrence, Mass.*

839—Brake, Engine Data

—gives detailed descriptions of brake service and engine repair tools and equipment. — *Ammco Tools, Inc., Commonwealth Ave., N. Chicago, Ill.*

840—Sanding Folder

—charts sandpaper selection according to use. — *The Carborundum Co., Buffalo Ave., Niagara Falls, N. Y.*

841—Reconditioning Book

—includes information on body repairs, disc grinding, featheredging, pre-paint sanding, masking for painting, adhesives and sealer repairs and final finishing. — *Minnesota Mining & Manufacturing Co., 900 Fauquier Ave., St. Paul 6, Minn.*

842—Compressor Catalog

—describes single and two-stage air compressors, gas engine or electric motor driven from 1/4hp to 15hp horizontal or vertical tank mounted, base mounted or simple compressor pump. — *Curtis Manufacturing Co., 1905 Kienlen Ave., St. Louis 20, Mo.*

843—Fuel Pump Manual

—describes the AC fuel pump and how it works, how to diagnose and repair trouble. — *AC Spark Plug Division, General Motors Corp., 1300 N. Dort H'way, Flint 2, Mich.*

844—Fleet Maintenance

—tells what materials and methods to use for fleet shop cleaning, washing tank interiors, trucks, buses, paint stripping and mechanized cleaning. — *Oakite Products, Inc., 19 Rector St., New York 6, N. Y.*

845—Oil Filtration

—explains manufacture of water in internal combustion engine getting into crankcase oil, causing sludge, acid and damage. — *Walker Manufacturing Co. of Wisconsin, 1201 Michigan Blvd., Racine, Wis.*

846—Transmission Dolly

—describes its undercar lifting hoist and line of adapters for conventional and automatic transmissions and spring and shackle work. — *Globe Hoist Co., E. Mermaid Lane at Queen St., Philadelphia 18, Pa.*

847—Alignment Guide

—explains simplified routines for wheel alignment inspections, procedures for checking rear housing and trouble-shooting techniques. — *Bear Manufacturing Co., 2016 Fifth Ave., Rock Island, Ill.*

848—Plastic Manual

—illustrates step-by-step method of repairing plastic autobodies and recommends equipment and materials. — *Minnesota Mining & Manufacturing Co., 900 Fauquier Ave., St. Paul 6, Minn.*

849—Rubber Chart

—lists specification data on fan belts, hoses and mats, where to cut hose and how to install fan belts. — *Raybestos Division, Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport 2, Conn.*

850—Steering Hose

—gives data on power steering hose assemblies for most cars, including 1955 models. — *The Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7, Ill.*

Want more information?
Use coupon on page 98.

851—Ignition Interchange

—provides ignition parts interchange sheet for most cars with cross-reference data of names by numbers. — *Kem Manufacturing Co., Inc., 20-21 Wagaraw Rd., Fair Lawn, N. J.*

852—Engine Cleaning

—describes "Hydro-Seal Gunk," which is a cold immersion digestive solvent and cleaner of carburetor, engine parts, fuel injector and pneumatic parts. — *The Curran Corp., S. Canal St., Lawrence, Mass.*

853—Exhaust Booklet

—covers back pressure, sound control, muffler design and internal construction problems in developing exhaust systems. — *Walker Manufacturing Co. of Wisconsin, 1201 Michigan Blvd., Racine, Wis.*

854—Carburetor Cleaning

—a four-page folder telling how to get into the business of cleaning carburetors on the engine with a low investment. — *Pennsylvania Refining Co., 2700 Lisbon Rd., Cleveland 4, Ohio.*

Fleet Operators —

If you are using—Chevrolet, Ford, Dodge, GMC, International or Studebaker trucks, you can cut your cost per mile by installing exchange engines. But specify—



The Finest Replacement Engine You Can Buy

It's being proved every day. Use your skilled mechanics on the heavy-duty big jobs—put the already assembled, run-in and Dynamometer tested Rogers exchange engines in the lighter units. Save time and money.

Write, wire or call the distributor nearest you.

ALABAMA:

Andalusia—Taylor Parts & Supply Co.
Anniston—Model City Parts Co.
Athens—Athens Parts Co.
Bessemer—Genuine Parts Co.
Birmingham—Alabama Auto Parts Co.
Birmingham—Genuine Parts Co.
Cullman—Alabama Auto Parts Co.
Decatur—Decatur Parts Co.
Dothan—Taylor Parts & Supply Co.
Fort Payne—Thompson Mtr Sply Co.
Gadsden—Southern Auto Supply
Gadsden—McCleskey Brothers
Guntersville—Barnett Auto Sply Co.
Hartselle—Auto Parts Co.
Huntsville—Automotive Parts Co.
Loxley—Griffin Motor Supply
Marion—Marion Auto Supply
Mobile—Motor Parts & Supply Co.
Montgomery—Motor Parts Co.
Opelika—East Alabama Auto Parts
Prichard—Motor Parts & Supply Co.
Roanoke—Genuine Motor Parts Co.
Selma—Selma Parts Service Co.
Thomasville—Clark's Parts Service
Tuscaloosa—W. Ala. Parts & Sply Co.
Wetumpka—Turners Auto Supply

FLORIDA:

DeFuniak Springs—Taylor Parts & Supply Co.
Gainesville—White Elec. & Btry Co.
Jacksonville—Motor Parts & Sply Co.
Marianna—Keenan Auto Parts Co.
Ocala—Lovell Brothers
Orlando—Allied Parts Co., Inc.
Panama City—Taylor Parts & Sply Co.
Quincy—Keenan Auto Parts Co.
Sarasota—Anderson Auto Parts
St. Petersburg—Automotive Sply Co.
Tallahassee—Genuine Auto Parts Co.
Tallahassee—Keenan Auto Parts Co.
Tampa—Motor Parts Co., Inc.

GEORGIA:

Albany—Bruce Jones Co.
Albany—Keenan Auto Parts Co.
Alma—Butler Supply Co.
Americus—Keenan Auto Parts Co.
Atlanta—Max Auto Parts
Atlanta—Perrin Auto Supply
Atlanta—Power Service Co.

Auburn—Brooks Auto Parts
Athens—Anderson Auto Parts
Augusta—Bowers Auto Electric Co.
Augusta—The Motor Supply Co.
Bainbridge—Bruce Jones Co.
Bainbridge—Keenan Auto Parts Co.

Baxley—Brooks Auto Parts Co.
Blakely—Keenan Auto Parts Co.
Brunswick—The Motor Supply Co.
Cairo—Keenan Auto Parts Co.
Carrollton—Burns Parts Co.
Cartersville—Automotive Supply Co.
Cartersville—Auto Parts Co.
Claxton—Brooks Auto Parts
Cordele—Cordele Auto Supply Co.
Cordele—Butler Supply Co.
Columbus—Auto Supply Co.
Cornelia—Stack's Auto Parts
Cuthbert—Keenan Auto Parts Co.
Dalton—Hart's Automotive Parts Co.
Dawson—Dawson Auto Supply Co.
Decatur—Decatur Auto Parts Co.
Douglas—Brooks Auto Parts
Dublin—Dublin Motor Parts Co.
East Point—Genuine Parts Co.
Fiberton—Anderson Auto Parts
Fitzgerald—Brooks Auto Parts
Gainesville—Slack's Auto Parts
Glenview—Brooks Auto Parts
Hartwell—Anderson Auto Parts
Hawkinsville—Keenan Auto Parts Co.
Jesup—Brooks Auto Parts Co.
LaFayette—LaFayette Auto Parts
LaGrange—Piston Ring & Supply Co.
Lyons—Brooks Auto Parts
Macon—Butler Supply Co.
McRae—Brooks Auto Parts
Montezuma—Keenan Auto Parts Co.
Moultrie—Keenan Auto Parts Co.
Newnan—Cottle's Auto Supply
Perry—Brooks Auto Parts
Reidsville—Nelson Sales Co.
Rome—Southern Bearing & Parts Co.
Rossville—Hart's Auto Parts
Sandersville—J. B. Wall Co.
Savannah—The Motor Supply Co.
Statesboro—Statesboro Auto Parts
Swainsboro—Swainsboro Motor Parts
Sylvania—Pinckney's Auto Supply Co.
Thomason—Keenan Auto Parts
Thomasville—Bruce Jones Co.
Thomasville—Keenan Auto Parts Co.

Tifton—Keenan Auto Parts Co.
Toccoa—Slack Auto Parts
Vidalia—Brooks Auto Parts
Warner Robins—Brooks Auto Parts
Waycross—Thompson Motor Supply Co.
West Point—Cottle's Auto Supply

MISSISSIPPI:

Lucedale—Motor Parts & Supply Co.

NORTH CAROLINA:

Asheville—Hayes & Hopson, Inc.
Franklin—Slack's Auto Parts
Gastonia—Genuine Parts, Inc.
Marion—Marion Auto Parts, Inc.
Spruce Pine—Mitchell Auto Parts

SOUTH CAROLINA:

Aiken—Thompson Motor Supply Co.
Anderson—Anderson Auto Parts
Charleston—H. Steenken & Co.
Columbia—The Parts Co.
Easley—Anderson Auto Parts
Greenville—Battery & Electric Co.
Greenville—Carolina Tool Co.
Orangeburg—Parts Supply Co.
Rock Hill—Bennett Supply Co.
Spartanburg—Spartan Automotive Co.
Walterboro—H. Steenken & Company
York—York Auto Parts

TENNESSEE:

Carthage—Auto Parts & Service Co.
Centerville—Osborne Auto Parts
Chattanooga—Hart's Auto Parts Co.
Clarksville—Clarksville Auto Parts
Cleveland—Hart's Auto Parts Co.
Cookeville—Auto Parts & Service
Fayetteville—City Auto Parts
Lincoln Supply Co.
Gallatin—Auto Parts & Service
Greenville—Broyles Rubber Oil Co.
Harriman—Hart's Auto Parts Co.
Knoxville—Service Auto Parts Co.
Lebanon—Auto Parts & Service Co.
Maryville—Hart's Auto Parts Co.
Morristown—Broyles Rubber Oil Co.
Pulaski—M. S. Church Auto Parts
Shelbyville—Auto Parts & Service Co.
Springfield—Auto Parts & Service Co.
Winchester—Winchester Auto Sply Co.

JOHN ROGERS CO. 300 Hunnicutt St., N. W., Atlanta, Ga.

855—Brake Shoe Catalog

—contains specification data on lined brake shoes for popular cars and light trucks. — Raybestos Division, Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport 2, Conn.

856—Gas, Oil Lines

—gives specifications on flexible gas and oil lines for most cars. —The Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7, Ill.

857—Solvent

—describes "Boost," a volatile solvent, which is non-flammable, instant drying and leaves no film, the announcement said. —The Curran Corp., S. Canal St., Lawrence, Mass.

858—Glass-Grinding Data

—explains in detail machining and polish-grinding of glass fiber-reinforced plastics. — The Carborundum Co., Buffalo Ave., Niagara Falls, N. Y.

859—Compressor Book

—explains, charts and diagrams proper selection of air compressors. — Globe Hoist Co., E. Mermaid Lane at Queen St., Philadelphia 18, Pa.

Want more information?
Use coupon on page 98.

860—Plug Service Tips

—standard instructions on spark plug removal and installation. — AC Spark Plug Division, General Motors Corp., 1300 N. Dort H'way, Flint 2, Mich.

861—Points Data

—gives specifications for one-piece pre-assembled points replacing Delco-Remy component sets. — Kem Manufacturing Co., Inc., 20-21 Wagaraw Rd., Fair Lawn, New Jersey.

862—Safety Guide

—tells dos and don'ts for users of grinding wheels. — The Carborundum Co., Buffalo Ave., Niagara Falls, N. Y.

863—Lift Catalog

—describes five types of full and semi-hydraulic lifts. —Curtis Manufacturing Co., 1905 Kienlen Ave., St. Louis 20, Mo.

864—Engine Washing

—describes "Motor Fizik," for washing the inside of car engines. —The Curran Corp., S. Canal St., Lawrence, Mass.

GMC Names Missourian

GMC Truck & Coach Division of General Motors Corp. has appointed R. C. Stelter as branch manager in charge of the Atlanta, Ga., retail store, J. Branch Moseley, zone manager, announced. Stelter was formerly assistant zone manager in Kansas City, Mo.



Hi-Ratio Ignition Coils



Reserve
Power!

Peak
Performance!



KEM MANUFACTURING CO., INC.

FAIR LAWN, NEW JERSEY, U. S. A.

Cable Address: Kemsales, Fairlawnnewjersey



Quaker Supreme
HYDRAULIC BRAKE FLUID
profitable always . . . guaranteed
safe for all brake systems!

STOPS!

GIVE YOUR CUSTOMERS THE BENEFITS
of Quaker Supreme Hydraulic Brake Fluid! Chemically
Analyzed . . . "Castor Oil Engineered" for more mobility
and better performance in all brake fluid systems . . .
regardless of low temperatures!

PROFITABLE? YOU BET! And it's backed by a
guarantee that says Quaker Supreme is supreme in its
field!

SIZES: 12 ounce cans • pints • quarts
gallons • 5 gallon drums
Southeast Rep.: L. M. Hirsig Co.
Southwest Rep.: Hirsig-Frasier

Quaker Supreme Chemical Corp.

MONTGOMERY, ALABAMA

full capacity service

with Crown Jewel Endurance

Filko Crown Jewel Switches meet fully the heaviest duty challenge of enduring full capacity service! Generous utilization of advanced metalurgical developments assures maximum areas of contact for full current flow... lasting perfection of mechanical operation!

Guided by skilled Filko craftsmen, precision production tools create, form and finish each unit to Filko standards matched to exacting automotive service demands.

Thus, the name FILKO is assurance of replacement switches unique in their immediate dynamic response... unfailing in full capacity performance... rich in meticulous attention to detail that makes each...

*more than a replacement part
... a true improvement
in ignition*



F. & S. Mfg. Co.
4248 W. Chicago Ave.
Chicago 51, Illinois

Warehouses in:
Los Angeles, Oakland,
Miami, Fort Worth,
New York, Boston,
Cleveland, Atlanta,
Lubbock, Little Rock.

Jobber News

(Continued from page 59)

Electric Auto-Lite Ups Dallasite M. H. Smith

ELECTRIC Auto-Lite Co. has promoted Max H. Smith, formerly Southern Division manager with headquarters in Dallas, Texas, to assistant to W. E. Blank, vice-president in charge of replacement sales.

Max H. Smith



A. A. Feldman, one-time district representative in Memphis, Tenn., and later manager of the Southwest Division in Oklahoma City, Okla., was made sales manager for national accounts.

B. A. Noonan, who was Atlanta, Ga., zone manager in 1948, is now merchandising manager for service parts.

Robert Price, formerly manager of the Eastern Division, was promoted to merchandising manager for batteries.

AERA Changes to Chicago For 1956 Convention

THE Automotive Engine Rebuilders Association has changed the location of its 1956 convention from Los Angeles, Calif., to the Hotel Sherman, Chicago, Ill., June 3-6.

Because a Pacific coast convention might interfere with attendance of many members and since the 1955 meeting was held in the East, the board of directors felt that Chicago would be ideal for 1956.

Conference booth space will be available to manufacturer mem-

bers of the association and space reservation forms are being mailed this month. Attendance registration blanks will be mailed around the first of the year.

Many members may want to see the 500-mile race at Indianapolis, Ind., on Memorial Day, which precedes the convention by a few days.

Willard Promotes Harbison

Willard Storage Battery Co. has advanced John S. Harbison, Jr., from regional sales manager in Chicago, Ill., to manager of replacement sales, R. L. Sommerville, general sales manager, announced. Harbison joined Willard in 1947 as district sales representative in Kansas City, Mo.

"John M. Coleman resigned as parts salesman after 12 years with us. He is building up his health by staying behind air conditioner filters as much as possible during the hay fever season," C. H. Hawkins, assistant manager, City Radiator & Parts Co., Greenwood, Miss., reported.

... For A Smoother Ride

... For More Profits

SELL D&T COIL SPRING STABILIZERS

MOLDED OF HIGH QUALITY RUBBER

ALL D&T STABILIZERS ARE LICENSED UNDER PAT. NO. 2,230,340

TURNER Manufacturing Co.
KOKOMO, INDIANA, U.S.A.

SEE YOUR JOBBER OR WRITE FOR LITERATURE

CAPS OFF

to WARNER'S NEW RADIATOR DRY CLEANER

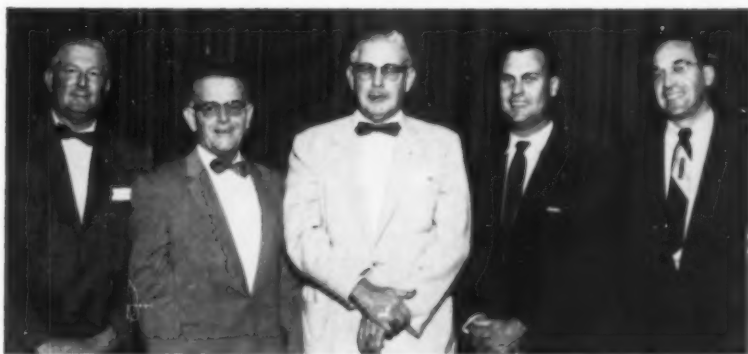
COMPLETELY NEW CHEMICAL DISCOVERY

- Faster, safer, easier to use
- Non-acid, no neutralizer needed
- Disperses all foreign matter
- Get greater customer satisfaction
- Stock up! Profit with Warner!

DOUBLE YOUR PROFITS

... Sell a can of Warner Liquid Solder after every cleaning job. Stops leaks! Prevents loss of costly anti-freeze.

WARNER-PATTERSON COMPANY • 920 S. Michigan Ave., Chicago 5, Ill.



Newly-elected officers of the Automotive Booster Club of South Texas No. 30 in Houston are (l. to r.): J. R. Lawson, past president; C. F. Mackey, president; B. T. Scofield, first vice-president; Jack Heck, secretary; J. E. Seifert, treasurer. J. A. Young is second vice-president.

Booth Conference to Be Highlight Of S. E. Show Session at Asheville

A BOOTH conference between manufacturers and wholesalers will highlight the biennial Southeast Automotive Show conference at Asheville, N. C., May 24 and 25, Show Secretary Harry F. Gee, Jr., announced following a meeting of show officials last

month.

Booths are contemplated for around 125 factories. Invitations will be mailed about Dec. 1 and for the first 30 days the opportunity to participate will be restricted to exhibitors at the last show. After about Jan. 1 other

manufacturers will be eligible. There will be no space drawing, but in each bracket the booths will be assigned by Show Manager Foster Steward on a "first-come, first-served" basis, Gee said.

Preliminaries will begin with early registration on Wednesday afternoon, May 23, and registration will continue the next morning.

Prominent speakers from the industry will be heard the morning of the 24th and afternoon of the 25th. A luncheon sponsored by the show will be held on the 24th. That afternoon and the next morning the conferences will take place in the City Auditorium, which is situated near two of Asheville's largest hotels.

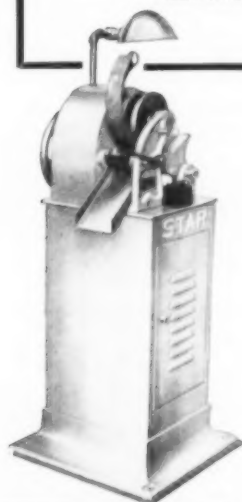
A banquet and "mountain jubilee" music will be the concluding events the night of the 25th.

Show officers include M. D. "Buck" Taylor of Andalusia, president; Guy B. Dodd of Jacksonville, Fla., and Glenn N. Keim of Atlanta, vice-presidents; Ned Holland of Greenville, S. C., treasurer, and Gee.

A conference of the show was held three years ago at Asheville and attracted hundreds.

Eliminates Heat

In Brake Debonding



New STAR De-bonder
Uses Cold Method
Exclusively . . . No Heat
Distortion of Shoes

Saves Time . . . Saves Work
Removes Brake Lining
in Less than 10 Seconds

Check These ★ Features

- All-electric Power Driven
- Handles All Passenger Cars and Light Truck Brake Shoes
- Backed by 4 years of Development and Practical Testing on the Job

**ATTENTION
SMALL SHOP OWNERS!**
Write today for information on the manually operated Star De-bonder especially designed for small shops.

Write for Further Information on this Sensational Brake Servicing Aid.

★ **STAR MACHINE & TOOL CO.** ★

215 Sixth St., S.E.

Minneapolis 14, Minn.

"\$13,904

In only 9½ months

SERVICING RADIATORS"



McCain - Richards, Inc.,
Monroe, Louisiana

INVESTIGATE THE HUGE PROFIT POTENTIAL

"Our inland-equipped radiator department took in \$13,904.14 from April 11 through the following January! Helps us maintain 100 percent service absorption. And when we pull a radiator off a car we have a good chance to sell radiator hose, thermostats, water pumps, and other related items!"

YOU CAN DO AS WELL! Pierce Chevrolet Co., Vidalia, Ga., says: "Our inland radiator repair department is the most profitable in our service department!" Robbins Motor Co., Marlow, Okla., says: "Our inland radiator department takes in \$850 a month!"

Inland, world's largest radiator servicing manufacturer, offers the complete package—equipment, training and merchandising. Mail the coupon for free new book, "Blueprint for Profit."

INLAND Mfg. Co.

1108 Jackson St., Dept. SA-11, Omaha 8, Nebr.

"Sold Exclusively By Mail"

**FREE TRAINING
SCHOOL**

Factory school trains you or your man quickly. Hundreds of graduates are now expert radiator repairmen. Free to inland customers.

INLAND MFG. CO., DEPT. SA-11
1108 Jackson St., Omaha 8, Nebr.

Please send free book "Blueprint for Profit."

FIRM..... BY.....

PLEASE PRINT TITLE.....

ST..... CITY..... STATE.....

If Dealer, Car Sold..... Have Radiator Shop ☐ Yes ☐ No

81% Report Higher Sales in 1955; Profit Margin Caught in Squeeze

EIGHTY-ONE per cent of the firms answering a questionnaire mailed to 350 jobbers over the South and Southwest last month reported their sales volume running higher the first nine months of this year over the same period of last year.

The remaining 19% was divided equally between those reporting the same volume and those listing a decline. The drops were only a few percentage points, however, while many of the increases were between ten and 20%, with a scattering of reports listing jumps of as much as 45%.

Collections and rising overhead were a bother to many respondents, squeezing the profit margin.

One Georgia company which has a line of TV sets attributed its decline largely to its TV sales being down.

A New Mexico house, whose sales were down about 4½%, commented:

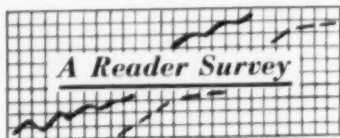
"Garages and service stations are cutting down on personnel, etc., and dealerships in our area are doing the same."

In between these two areas a Mississippian said his sales were off by about 5%.

Reports of the same volume came also from widely separated areas, generally with no comment on the reasons.

As for the reports on higher sales, they included these:

South Florida — "Up 12½%. Third quarter of 1955 was 33.7% over last year. This is our so-called slow season. Attribute the increase



to new location (out of downtown congested metropolitan area), more work, better inventory and, of course, the general economic trend."

Kansas — "Up 32% due in a big part from the GM parts line."

Central Mississippi — "Up 9%. Personnel is the key to jobbers' troubles. With a scarcity of trained help, jobbers are having trouble. Factories have cut their spread on jobbers' margins and with the increased costs of operation we are caught between a rock and a hard place." (This comment came from a highly respected wholesaler who has long been in the industry.)

Texas — "12% up. Rainfall in this area was a little above normal for the first three quarters of the year. Prospects for next spring are greatly improved, even though this fall the crops are short. Cattle and sheep have begun to move back on local pastures. Motor overhaul sales are down, but exhaust system replacement is much improved. Rebuilt items are rapidly gaining sales."

Northwest Florida — "Up 12%. Business okay. Collections pretty slow."

Southwest Florida — "Up about 7%. Hope it will continue to increase. We tripled our floor space two years ago and have no im-

mediate plans for further expansion. High labor costs and low labor prices for our machine shop operation is giving us some concern. We must increase our labor charges."

Texas — "Up \$52,850, or 15%, over 1954. Opened our No. 2 store last February and we might add that it is doing very good business."

Virginia — "Up 40%."

Florida East Coast — "Up about 45%" (and the owner wrote that in big, happy lettering).

Permatex Picks Holladay

The Permatex Co., Inc., has named Rufus T. Holladay, Nashville, Tenn., as regional sales manager for Tennessee, Florida, Georgia, the Carolinas, Mississippi and Alabama. Zac Drake, general sales manager, announced. Jean R. Anderson, Chattanooga, Tenn., succeeds Holladay as district sales manager in Tennessee and northern Alabama.

Walker Appoints Two

Walker Manufacturing Co. has appointed Robert W. McQuiston, Memphis, Tenn., as territory manager in eastern Arkansas, western Tennessee, northern Mississippi and northern Alabama. James A. Wolf, Fort Worth, Texas, has been named special field representative on oil filters.

Kansan Expands in Dodge City

McKinley Automotive, Inc., Dodge City, Kan., has bought the Dodge City branch of E. S. Cowie Electric Co., V. P. McKinley, president, announced last month.

L & L Auto Supply, Hamilton, Texas, has just been modernized inside (left) and out (right). The business has been under the same management for the past 20 years, a family affair with C. G. Leeth at the helm.

His youngest son, Bill, who works on the counter summers, is shown at left, and next to him is Mrs. Leeth, who is bookkeeper and pinch-hitter on the counter. The older son, Lt. Jimmy Leeth, is in the Air Force.





The bearings that make your job easier, more profitable ... CLEVITE* 77 and MICRO*

THESE are the Monmouth* bearings that have set new performance standards throughout the industry . . . bearings that are original equipment in more *kinds* of cars, trucks, busses, tractors, etc., than any other make.

So Monmouth replacement bearings are bound to go in with original equipment speed and precision

. . . and they're stocked for any and every job that comes into your shop. No confusion . . . no trouble . . . no wasted time . . . no comebacks! More profit!

It's so easy to get these and other pay-off advantages in modern replacement bearing service. Just call your nearby N.A.P.A. jobber. Ask for Monmouth.

*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation.

Monmouth

TRADE MARK

ENGINE BEARINGS

Clevite Service
The Cleveland Graphite Bronze Co.
Division of Clevite Corporation, Cleveland, Ohio, U. S. A.



*Your
NAPA Jobber
is a Good Man
to Know!*

Florida Group Moves Office to Orlando

PERMANENT headquarters for the Florida Automotive Wholesalers Association were established in Orlando early this month. Definite office location had not been determined at press-time, although P. O. Box 1584 already had been assigned to the organization by the Orlando postmaster.

The association's affairs have been directed during the past five months from special quarters provided this year by Berner-Pease in Miami.

Authority also was given "Chuck" Davis, executive secretary, to employ a full-time assistant.

Those decisions were made at a meeting of the board of directors held at Golden Gate Hotel, Miami Beach, October 1-2.

A number of projects for FAWA activity during the ensuing fiscal year were discussed and were to be made known to the membership during the Orlando convention Nov. 12-13.

"We gave final approval to details of the convention program,"



President Nelson

stated Ted Nelson, president, "and we believe we will stage one of the finest state gatherings ever held. We have passed the 80 mark in members and we will not be surprised if this figure does not reach or pass 100 by convention time."

Those attending the board meeting were: Nelson, Berner-Pease, Miami; E. H. Rogers, Jr., Consolidated Automotive, Jacksonville; W. C. Stephens, Partco Automotive Supply, Tampa; A. C. Est-

ridge, Motor Units, Inc., Sarasota; Clarence Babbitt, Genuine Auto Parts Co., Tallahassee; J. R. Stradley, Jr., Stradley Motor Supply, Inc., Orlando, and Davis.

By mid-October approximately 60 manufacturers had arranged to participate in the Saturday afternoon manufacturer-jobber table conference portion of the convention.

Radiator Specialty Names Hoffman Sales Manager

RADIATOR Specialty Co., Charlotte, N. C., has named David Hoffman as general sales manager. I. D. Blumenthal, president, announced.

Hoffman, who joined the company in 1948 as assistant sales manager, was promoted to division sales manager in 1953.

"David J. Collum, who has many years' experience in Ford and Mercury dealers' parts departments, has accepted a position with us as counterman," announced C. H. Hawkins, assistant manager, City Radiator & Parts Co., Greenwood, Miss.

DEGREASER! engine shampoo

QT. SIZE CONCENTRATE
MAKES 2 GALLONS



Spray Or Brush On

Takes cling out of oil and grease—emulsifies it so that all dirt may be hosed off as easily as you rinse hands under water faucet. Launders engines faster, more completely and safer than steam cleaning (warm the engine). Self scouring action brings out factory new appearance — provides accurate visual inspection — Gunked engines run cooler. Genuine Gunk is sold in BULK sizes at better automotive wholesalers everywhere. Retail sizes may be obtained at WESTERN AUTO STORES AND ASSOCIATE STORES.

Try it today!



CURRAN CORP.
Mfg. Chemists
LAWRENCE, MASS.

the World's Finest

Snuql

Wheel Balancing Weights

"Standard of the Trade"

CONTOURED TO FIT THE RIM

SNUGL Wheel Balancing Weights are recognized as the "Standard of the Trade," designed right and made right to give Better Fit, Better Balance, Finer Appearance and Easier Application. We manufacture the most complete line for Passenger Cars, Trucks and Buses, 8 types covering 74 sizes, finer graduations that assure better, more accurate balancing.

Has been proved OK by Tubeless Tire Mfrs.
The tip of the SNUGL Spring Steel Clip is beveled for easier application and to prevent clip from gouging into tire, a necessary requirement on Tubeless Tires. When you buy SNUGL you can be sure of getting the World's Finest Wheel Balancing Weights as well as the most modern. The name SNUGL (Registered Trade Mark) on every weight is your Guarantee of complete satisfaction. Write for our new brochure and name of your nearest jobber.

SNUGL'S New Tubeless Tire Clip
Our New SNUGL Clip is contoured to fit the rim... the only tailor-made clip on the market. It has been used for many months and proved OK by Tubeless Tire Manufacturers.

Snuql WHEEL WEIGHT MFG. CO.
Division of Mid-Western Auto Parts
KOKOMO, INDIANA MANUFACTURERS
WHITTIER, CALIF.

Ford's Executives Explain Attitude On Manufacturing or Buying Outside

FORD Motor Co.'s top executives told last month at the nearly-annual press conference the firm's views on the question of making more of its parts as opposed to obtaining them from outside suppliers.

Here are excerpts from the transcript on that subject:

What are the prospects for Ford's further integration of its manufacturing facilities? Do you contemplate adding any more manufacturing facilities on products that you now buy from the outside?

Henry Ford II: We are studying that problem all the time and we have integrated since the war considerably more than that amount of integration that existed prior to the war. We haven't any specific plans to build everything ourselves, and as each item comes up, it is studied as to whether it should be a make, or a buy, and we have a committee that studies it.

We haven't any specific plans to go out and take parts away from suppliers and build them ourselves. Certain items we do, from time to time.

Would you like to amplify that, Mr. Harder?

Del Harder (manufacturing vice-president): I think you stated it very well. As Mr. Ford says, if we can make it, and make it better and make money off of it, we are certainly going to consider it.

Is the trend in the industry toward further integration by the "Big 3"?

Ford: I believe it is so, yes. I would like to ask Jim Wright, the director of purchasing, to answer that in more detail.

Wright: I think you should be interested in knowing, in spite of the expansion program you have heard about, and in spite of the so-called integration that has taken place, that in 1946, as I recall the figures, Ford Motor Co. bought about \$1,000,000,000 worth of goods and services on the outside.

This year, we will buy some \$3,200,000,000 worth.

Ernest R. Breech, chairman of the board: I would like to add something in answer to your question. I think you might be misled a little bit on our integration, too, because in most of the cases where we have integrated, we have not integrated that product 100%. In other words, we still buy from 40% to a third or a half from outside sources. That is, other sources.

Seat Belt Manufacturers Organize Nationally

SEAT belt makers from all over the country met in Chicago, Ill., last month to organize the National Association of Automotive Safety Belt Manufacturers and to elect officers.

Officers are: Carl Rupert, Wheeling, Ill., Rupert Parachute Co., president; E. W. Bolster, Los Angeles, Calif., Aero Safety Equipment Co., executive vice-president; C. H. Pulley, Lexington, Ky., Irving Airchute Co., secretary, and Harley Van Sickle, Jackson, Mich., Sparks-Withington Co., treasurer. R. L. Ekstrand is executive secretary and national headquarters are at 111 W. Washington St., Chicago.

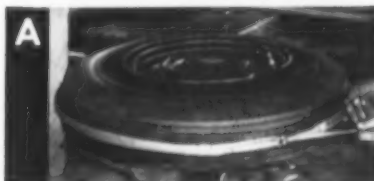
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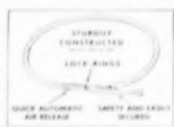
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Officers of the Georgia Automotive Wholesalers Association are (l. to r.): Front row, J. H. Crutchfield, executive secretary; C. Howard Hout of Albany, retiring president; Ernest W. Spuhler of John A. Harris & Son, Inc., Atlanta, president, and L. C. Matthews of Atlanta, secretary; back row, Ray C. Birdsall of LaGrange, director; W. E. Taylor of Augusta and Jack Fraser of Atlanta, vice-presidents; Hugh D. Pritchard of Cartersville, director; L. E. Redmond of Atlanta, treasurer, and D. R. "Mac" McCleary, convention chairman and emcee of the banquet.

Fraser Tells Georgians That Parts Will Be Sold More by Local Stores

THE parts jobber "is going to be doing more business on a local basis" because the mechanic "is not going very far for a part" in

the future.

That's what Carlyle Fraser, chairman of the board of the whopping-big Genuine Parts Co.,

Atlanta, told the annual convention of the Georgia Automotive Wholesalers Association at Atlanta Oct. 17.

He expressed doubt that many big jobbers would continue to do as much as \$50,000 in parts business a month from a single store, pointing out the branches which his firm has been opening in the Atlanta area.

"The only way a lot of jobbers can get the business is by branches," he said.

"An awful lot of jobbers are kidding themselves," he asserted, by not watching inventories more closely. Inventory control, Fraser said, "is the biggest job you have to do."

Ira Saks, vice-president of Maremont Automotive Products, suggested that jobbers, to meet declining profits, turn more heavily toward reputable rebuilt lines. "Rebuilding today is not the hit-and-miss job it was some years ago," he declared. "Today it is an important segment of our industry and it is here to stay."

Among the other industry speakers were Ralph H. James of Tulsa, Okla., executive director of the Independent Garage Owners of

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Newly-elected officers of Automotive Booster Club, Sooner No. 37, Oklahoma City, Okla., are (l. to r.): M. H. "Dick" Stinson, treasurer; Charles Webb, secretary; Guy Way, past president; Ray Neely, president; "Ken" Stout, vice-president, and Lewis A. Poynter, second vice-president.



America, who appealed for friendly and moral support of jobbers; B. W. "Whit" Ruark, general manager of MEWA, and William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL.

Virginias-Carolinas Hears Topics

TOPICS on various problems of the industry were aired at the fall meeting of the Virginias-Carolinas Automotive Wholesalers Association at Winston-Salem, N. C., Oct. 19 and 20.

Topics chairmen included Ivey W. Stewart, Jr., of Charlotte, N. C., Frank McKenzie of Bluefield, W. Va., Larry Dunham of Greenville, S. C., "Ran" Myers of Lynchburg, Va., Charlie Harvey of Hickory, N. C., Max A. Hayes of Asheville, N. C., J. A. Brown of Greenville, S. C., and R. G. Devlin of Winston-Salem.

Speakers included L. V. Williams of NSPA, B. W. Ruark of MEWA and William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL.

Officers are elected at the spring meeting.

The 1955 Bert Kaple trophy went to T. Austin Young (left) for his work in Automotive Booster Club B-6. Shown presenting the handsome trophy, which recognizes Young as "B-6 Booster of the Year," is Bert Kaple of Atlanta, past international president of the Boosters and donor of the award.



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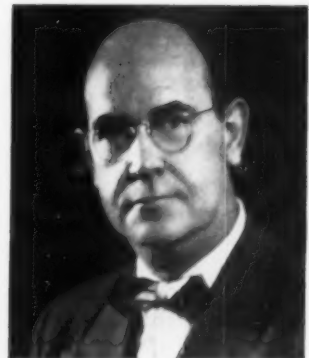
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Officers of Automotive Booster Club B-6, Atlanta, are (l. to r.): William A. Shope, retiring president; T. Austin Young, president; Wesley O. Aaron and Thomas C. Brown, vice-presidents; Glenn O. Moore, secretary; Obie W. Powell, Jr., treasurer, and George N. Allen, executive secretary. The annual jobber-Booster party was combined this year with the annual meeting of the Georgia Automotive Wholesalers Association, being held Oct. 17 in Atlanta.



November 12 marked his 25th year of service with Belden Mfg. Co. for Les A. Thayer, sales manager of the merchandise division. Earlier he was a distributor salesman for Beard & Stone Electric Co. of Houston and Dallas, Texas. He started as a Belden territory salesman in 1930 with headquarters in Houston and in 1935 was appointed Southwest district manager with offices at Dallas. He was promoted to his present post in 1940 and is well known in the industry.

Gainesville Floridians Elect

The Gainesville (Fla.) Automobile Dealers Association has elected J. T. Brasington, B & G Motor

Co., Inc. (Cadillac), as president; T. J. Hawes, Hawes-Powers Motor Co., vice-president, and Everett Gable, Poole-Gable Motors, secretary-treasurer.

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Factory-Dealer Loss-Sharing Plan Is Suggested by Kentucky Dealer

MANAGER Lew Ullrich's recent bulletin to members of the Kentucky Automobile Dealers Association included this "communication which we have received from one of our very good members:"

"In the current highly competitive new-car market, it seems that the manufacturers have finally produced a few cars too many, and it will be interesting to note the actions taken by them toward their dealers.

"With the purpose of keeping KADA informed of what is happening among the various makes, I wish to report that zone manager of today in a telephone conversation urged me to sell the new cars we have in stock by giving overallowance up to \$700, or \$800 over their retail value of the trade-in. To make sure that I understood him correctly, he cited the following example:

"If a new car carried a gross

profit of \$750, and the trade-in was a \$1,600 (retail) car, the allowance should be \$2,150 (\$750 less \$200, plus \$1,600). The \$200 he called gross profit."

"In other words, the factory is advocating that we give away most of our profit, and spreading the propaganda that we made our profit in the first six or eight months of the model year and shouldn't expect to make a profit, but be satisfied to break even or take a small loss for the remainder of the model year.

"I tried to point out that by his plan we would actually have \$1,400 (\$2,150 less \$750) plus new-car commission in a used car that we could buy at an auction for \$1,200. In other words, we're \$200 worse off by selling the new car than if we had bought a similar used car over the block. The zone manager's retort to this was that we wouldn't be able to buy a used car at \$1,200 unless we were car dealers and we have to sell new cars to be car dealers.

"This letter is meant just to be informative. However, I believe that in the near future it may become necessary for the dealers collectively to balk against such recommended malpractice and force the manufacturer to share in this end-of-model-run loss. They expect the dealer to take a loss, but they still expect to make full profit themselves. It isn't right.

"We would be in favor of any collective movement to negotiate with the manufacturer about a loss-sharing plan."

Mississippian Heads Up Studebaker Dealers

THE newly-organized Memphis (Tenn.) Studebaker Dealer Advertising Association has elected Max McLaurin, McLaurin Sales Co., Jackson, Miss., as president; C. R. Payne, Payne Motor Co., Old Hickory, Tenn., vice-president, and James F. Hart, Hart and Webster Motors, Morrellton, Ark., secretary-treasurer.

The group, which covers Tennessee, Arkansas, Louisiana, Mississippi and Alabama, will handle and evaluate advertising and look after general dealer activities in its area.

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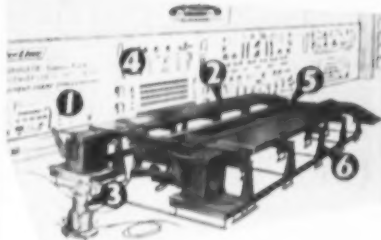
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Tyron Moves to Kansas, Names Kester Manager

TYRON Corp., manufacturer of tire repair material, has moved its plant and offices to Goodland, Kan., from Englewood, Colo., and named Fred J. Kester, formerly of Colorado Springs, Colo., as general manager.

The Kansas plant has more than 35,000 square feet of floor space for its operations.

Buick to Enlarge in Texas

Buick Division of General Motors is planning a 60% increase for the storage capacity of its Fort Worth, Texas, warehouse, which serves dealers in Texas, Oklahoma and New Mexico. J. B. Donoho, Jr., warehouse manager, announced. Completion is expected around Jan. 1.

Harnett County Tarheels Elect

The Harnett County (N. C.) Automobile Dealers Association has elected S. D. Whittenton, W and S Motor Co. (DeSoto-Plymouth), Dunn, as president.



Here was the scene when Henry Ford II addressed the crowd at the dedication Oct. 18 of Ford Division's Louisville, Ky., assembly plant. The 1,500,000-square-foot plant can produce 880 units on two shifts.

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Dodge Names Rogers Head Of Fort Smith District

DODGE Division of Chrysler Corp. has named Jack Rogers, formerly Hattiesburg, Miss., district manager, as head of its newly-created Fort Smith, Ark., sales district. Don Ogden, Little Rock district manager, announced.

The new district, which was formerly under Little Rock, covers generally the northwestern part of the state extending south along the Oklahoma border as far as Mena, including Morrilton on the Arkansas River. It goes northeast to the Missouri border.

Oldsmobile Ups Childers In Oklahoma City

OLDSMOBILE Division of General Motors Corp. has named Arthur S. Childers, formerly assistant zone manager, to succeed Arthur C. Rice as zone manager in Oklahoma City, Okla.

Childers, who has lived in Oklahoma City all his life, joined Oldsmobile in 1949 as a district manager, became office manager and car distributor in 1953 and assistant zone manager in 1954.



Officers of the Oklahoma Automobile Dealers Association are (l. to r.): Charles B. "Chick" Coker, Oklahoma City, reelected secretary-treasurer; Paul Reed, Sulphur, first vice-president; J. G. "Jimmy" Knox, Lawton, president-elect; Chick Norton, Tulsa, retiring president, and Roy Tant, manager. The annual convention was held Oct. 16 and 17 in Tulsa.

Oklahomans Hear Agreement That They Are Facing Some Crucial Crossroad

By Baron Creager
Southwestern Editor

THERE was unanimous agreement among speakers appearing before the 22nd annual convention of the Oklahoma Automobile Dealers Association that the retail branch of this industry is at some kind of crucial crossroad, and inferences left by the same speakers were just short of promises that something is about to be done about it.

Just what is to be done may rest largely with individual dealers through their expressions to representatives in both branches of congress and NADA, following the association's two-day meeting, Oct. 16 and 17, in Tulsa.

Mike Monroney, one of the state's two senators, described automobile retailing as "the biggest segment of little business in the country," but also considers this segment to be in "very serious danger." He is chairman of the important sub-committee on automobile distribution of the senate interstate and foreign commerce committee.

"If the present trend continues," he added, "we may have in place of the franchised dealer handling one or two cars exclusively, a sort of supermarket operation selling any one of as many as eight makes with the same ease that a box of Wheaties is shoved across the counter."

Referring to the questionnaire circulated by his committee to

dealers, to which response was greatest in government history, he said, Monroney explained the results are being tabulated on electronic machines.

"The questionnaires returned certainly tell us of something serious in the difficulty the automobile industry is experiencing, but after the tabulation we will have a better picture of the industry at the retail level."

He said his committee (of three) is determined to do a workmanlike job with the least amount of publicity, that there will be no govern-

ment control and that where legislation is necessary it will be introduced to protect the public against fraud and deception. Some solutions may be gained without legislation.

Tom Steed, congressman from Shawnee, Okla., and author of HR 6544 on territorial security for automobile dealers, told the convention he had found much opposition to his bill. He urged dealers to write him their views on that and procedures for getting more local and through highways, so essential to dealer business.

Steed declared the casualty rate among dealers is up 200% since 1951 and during peak years of selling, adding: "It has gone up and up and hasn't levelled off and many who feel they enjoy some security will have the props shot out from under them."

From the legal viewpoint, James C. Moore, general counsel for NADA, told Oklahomans they would be prosecuted if they acted in unison on such matters as prices, credit, territory, advertising ethics and organization of a dealer's union. On factory-dealer relations he said: "We have reached the point where consultation across the table appears to be ineffective."

The dealers elected five regional vice-presidents and 14 new directors. Regional vice-presidents are: Joe Bradley, Tulsa; Judson Bryan, Stillwater; Oscar Brittain, Frederick; W. L. McCulloch, Ardmore; Jack Clark, Oklahoma City.

Convening with the slogan, "No More Gimmicks, No More Tricks, Sell Automobiles in '56," the convention attracted 400 persons.

Two Tarheel truck drivers won national honors in the National Truck Rodeo held by American Trucking Associations, Inc., in Washington, D. C., driving Dodge products. James S. Jackson (with large trophy), Winston-Salem, won first place in the tractor tandem-axle semi-trailer event, and James E. Tucker (smaller trophy), Charlotte, won second place in the straight truck event. Dodge officials shown are (l. to r.): S. J. Tompkins, chief truck engineer; Kenneth C. Deacon, vice-president and general manager-trucks, and Edward H. Rice, sales manager-trucks.



ADVERTISERS'

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A

Aaron & Bell, 66, 118, 160, 173
Acme Air Appliance Corp., 114
AC Spark Plug Division,
Auto Lamp Div., 106, 107
Oil Filters, 68, 69
Radiator Pressure Caps, 89
Spark Plugs, 125
Adams, Glenn C., 128
Advertising Council, *
Airtex Automotive Div., *
Alan Sales Co., 110, 114
Albertson & Co., *
Alomite Division, *
Allied Battery Co., 105
Aluminum Industries, Inc., 129
American Brakeblok Div., *
American Hammered Division, 10
American Red Cross, *
Amico Tools, Inc., *
Andrews Mfg. Co., 102
Arco Company, 87
Aro Equipment Corp., 17
Arrow Armatures Co., 115
Arvin Industries, Inc., *
Associates Investment Co., *
Auto-Test, Inc., *
Automotive Sales Co., 67, 159
Ayd, Don Co., 12

B

Battis, Harry, 165
Banite Company, 168
Baswell, L. B., *
Barringer & Co., F. D., 130
BCA Ball Bearings, *
Bear Mfg. Company, 95
Bee Line Company, 169
Bell Co., Inc., 83
Bernard Company, J. C., 21
Black, R. S., *
Black & Decker Mfg. Co., 133
Blackhawk Mfg. Co., 20
Blitz Electric Co., 166
Boehm, Phil, 173
Bogdanor, M., 110
Boswell, L. R., 104
Bower Roller Bearings, 23
Bowers Battery & Spark Plug Co., 168
Bowles "Seal Fast" Corp., 18
Bowles, Stanley D., *
Breeze Corporation, Inc., 72
Briggs Shock Absorber Co., *
Die, Gabriel Co., *
Brogan, F. J., 76, 78, 110, 165
Brooks, W. C., 160
Brown, Homer, 78
Buergler, H. H., 152
Buehner, C. M., 73, 76, 166
Buick Motor Division, *
Burk, Co. B. B., 173
Butz, Sidney, *
Buxbaum Company, *

C

Cain, John H., 166
Camden, W. S., 17
Caphton & McEvoy, *
Carlson, Fred, *
Carson, X., 173
Casco Products Corp., 144
Case, C. C. Co., 70, 128
Castle Division, *
Cedar Rapids Engineering Co., *
Cellomatie Sales Corp., 92, 93
Chamness, R. Howard, 16
Champ-Items, Inc., 150
Champion Spark Plug Co., *
Cherry Co. McEwen, 17, 150
Chevrolet Motor Division, *
Chilton, J. R., 154
Chisholm Industries, Inc., 112
Chrysler Division, 135
Chrysler Motor Parts Div., 77
Clark, A. W., 160

Clark, Henry S., 120
Clayton Mattie Co., 70, 114
Clevite Service, Inc., 163
Coats Company, *
Cody, Dave, 126
Cole-Hersee Co., *
Commercial Credit Co., 65
Connors Co., J. S., 120, 134, 152
Continental Piston Ring Co., 90
Copeland, Rudy, *
Cordomatic Division, 173
Craft, E. G., *
Cranford & Co., Baron, *
Crawshaw, P. G., 16
Cree, Herb M., 72
Crockett-Jordan Co., 158
Crunk, L. T., 126
Crutcher, Phil S., *
Cue Catalog Co., 117
Cullins, R. B., *
Curran Corp., 164
Curtis Pneumatic Machinery Div., 163

D

D & V Mfg. Co., 128
Dameron, H. C., 67
Darling & Stroud, 66
Davis Ball Boot Company, 156
Davison, George, 70, 128
DeKoven Mfg. Co., *
Deleo Battery Division, *
Deleo Remy Division 24, 25, 26, 27
DeSoto Division, 139
Detroit Aluminum & Brass Corp., 134
Detroit Surfacing Machine Co., *
DiCello, Tony, 158
Dicokey, Robt. O., 102, 126
Dietz Co., R. E., 66
Ditzler Color Div., 151
Donan Manufacturing Co., 73
Dodge Division, 123
Dole Valve Company, 104
Downey Herman J., *
Du Pont de Nemours and Co., Inc. E. I. Zeronex-Zerex, *
Dwiggins, Ford, 154

E

Eakin, Fred, *
Earl, John W., 136
Ebeling, P. H., 22, 151, 160, 166
Ebert, Earl H., 12
Echlin Mfg. Co., 80, 81
Eckart, Hugh R., 67
Edwards-Dennis Co., 127, 158
Egan Mfg. Co., H. B., *
Eis Automotive Corp., 167
Electric Auto-Lite Co., *
Merchandising Div., *
Parts & Service Div., 84, 85
Emerol Mfg. Co., 132
Estes Mfg. Co., Earle, *
Eubanks Paul H., 94
Evans, J. F., 164

F

F & B Mfg. Co., 159
Federal-Mogul Service, *
BCA Ball Bearings, *
Bower Roller Bearings, 23
Federal-Mogul Engine Bearings, 116
Felt Products Mfg. Co., 110
Field, Edward, *
Ford Motor Co., *
Fowler, Neal V., 154
Fram Corporation, *
Friedlander, Jack, 167

G

Gabriel Company, *
Garberson, D. D., 154
Gayle, C. L., 164
Giendil, Sam, 110
General Elec. Co. (Lamps), 153
Gille & Sons, G. W., 17
Glover, Chas. A., 118
Gordon, Wm. S., *
Gould-National Batteries, Inc., *
Grantello Sales Co., 72, 73, 160
Green, Paul B., 137
Greenfield Sales Co., 83, 86
Grey-Rock Division, 30
Griffin Lamp Co., 22
Grizzly Mfg. Co., 143
Grover Products Co., 168

H

Hadees Heater Division, 130
Harrison Radiator Division, *
Hastings Co., The, *
Hastings Mfg. Co., *
(Piston Rings) Third Cover (Filter Division), 2
Heard, W. G., 83
Heath, G. D., *
Heekethorn Mfg. & Supply Co., 70
Hein-Werner Corp., *
Heller Bros. Co., 108
Herbrand Division, 120
Hershey Co., Maxim, 165
Hertzberg, Sam, 166
Hoyer Industries, Inc., 82
Hirsig & Co., Lawrence M., 10, 29, 102, 127, 134, 144, 152, 158, 166, 174
Hirsig-Frazier Co., 144, 158, 164
Hoehler, E. M., 132, 143, 167
Hoffman, A. W., 168
Holmes Co., Ernest, 145
Homestead Valve Mfg. Co., 111
Huber, Jerry & Sons, 21
Hughes, T. D., 22, 72
Huot Mfg. Co., *

I

Imco Mfg. & Sales Co., 160
Ingersoll-Rand Co., 146, 147
Inland Mfg. Co., 161
Isom, Dave, 148, 154, 173

J

Jackson, S. J., Jr., *
Jarrett Co., Inc., Cecil H., 126
Jayne, Albert, 165
Jensen Products, 148
Johns-Manville Corp., 119
Johnson Bronze Co., 131
Jolly Sales Co., J. T., *
Jones, Hayward, 168
Jones, Stafford L., *

K

K-D Lamp Co., 136
K-D Mfg. Co., *

Keen, C. Guy, 16
Keller, F. J., 60, 150
Kelly, I. D., 114
Kem Mfg. Co., Inc., 158
Ken-Tool Mfg. Co., 165
Kidd, T. L., 131
Kidder, Martin, 158
Kitchen, Wm., 22
Kline-Porter Co., 164
Kneavel, W. S., *
Kool Koonshion Mfg. Co., *

L

Laher Battery Prod. Corp., *
Laher Industries, 67
Laher Mustang Mfg. Co., Inc., *
Laher Spring & Tire Corp., *
Laher Tire & Rubber Co., Inc., *
Lake Auto Radiator Mfg. Co., 154
Lamb, Russ, 115
Lamson & Sessions Co., *
Lasco Brake Products Corp., Ltd., 67
Leahy, E. T., 12
Lee Co., K. O., 154
Lempco Product Inc., *
Lewis, J. D., 83, 88
Lincoln-Mercury Division, 149
Lindsey, H. S., 158
Link & Chambers Sales Co., 165
Lisle Corp., *
Longdon, Stan, 164
Lovelady, J. W., *
Lynn & Hemphill, *
70, 102, 118, 126, 160
Lyon, W. L., 136

M

MacPhail Co., The, 173
Major, Jan., 83
Manley Div. American Chain & Cable Co., Inc., 138
Manley Valve Corp., 132
Marshall Eclipse Div., *
Martin-Senour Co., 169
Master Parts Division, *
Maupin, Frank E., *
Maynard, W. P., *
McClintock Sales Co., 94, 114
McDonald, McPherson & Bowling Co., *
McDermott & Tighe, 138
McHugh, Henry, 118
McQuay-Norris Mfg. Co., 155
Merit Mufflers Div., *
Midwest General Corp., *
Miklie, Louis, 120
Miller Mfg. Co., 166
Miller Sales Co., Jess, 168
Minnesota Mining & Mfg. Co., 141
Minnich Co., The, *
Miro-Flex Co., Inc., *
Monkey Grip Sales Co., 76
Monroe Auto Equipment, *
Moog Piston Ring Div., *
Morley, Chas. C., 76, 114
Moshier, W. A., 22, 136
Mustang Engines, 78

N

NAD Used Car Guide Co., 169
Nagel, R. W., 138
Namsco, Inc., *
National Business Publications, *
National Motor Bearing Co., Inc., *
Neapco Products, Inc., *
New Britain Machine Co., 21
Nichoff & Co., C. E., 91
Norton, K. W., 19
Nowlin, Frank, *

INDEX

The Advertisers' Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

O

Oldsmobile Division *

Otto Items, Inc. *

P

P & D Mfg. Co. 173

P & G Mfg. Co. *

Packard Motor Car Co. *

Park Chemical Co. *

Parker, Guy 88, 154, 159

Perfect Circle Corp., Front Cover

Perkins, Gordon 78

Permatex Co., Inc. 1

Petroleum Parts 129

Plasti-Kote, Inc. *

Pong, John R. 16

Pointexter, C. M. 164

Polansky, Max 167

Pontiac Motor Div. *

Porter-Little 166

Postma Mfg. Co. 154

Poynter, L. A. 154

Pratt Industries, Inc. 88

Proto Tools 4

Purolator Products, Inc. *

Q

Quaker Supreme Chemical Co. 158

R

Rajah Company *

Ramsey Corp. Fourth Cover

Rankin, James W. *

Raybestos Division 14

Rebuilders, Inc. 78

Rich Mfg. Corp. 86

Ritter, Reed *

Rochester Products Div. *

Rogers, H. N. (Buck) 164

Rogers Co., John 157

Rose, Troy 136

Russell, H. E. *

Russell, W. F. *

Rust Master Chemical Corp. 127

S

Safety Equip. Co. 83

Saginaw Steering Gear Div. 121

Sanderson Co. 104

Saunders, J. Paul 160, 179

Schultz, R. W. 114

Sealed Power Corp. 6

Sedgwick, Ben *

Sell, Co. 99

Shields Co., Herman A. 78, 86

Shippett, F. P. 83

Shipp-Payne 19, 73, 127

Sierk, C. O., Herbert 130

Smith, Muri E. 158

Smith Mfg. Corp., Grover C. 74

Snugg Wheel Weight Mfg. Co. 164

Sorenson Mfg. Co., P. 124

Southern Automotive Journal

Southern Friction Materials

Co. 137

Southern Sales Agency 151

Southern Sales Co. 173

Spruance, W. A. 165

Sparks, Chas. L. 17

Standard Crankshaft &

Hydraulic Co., Inc. 170

Standard Motor Products

Stant Mfg. Co., Inc. 118

Star Machine & Tool Co. 161

Stewart-Warner Corp. *

Storm Vulcan, Inc. 12

Stroud, H. L. 138

Studebaker Packard Corp. *

Styron & Assoc., Art. 67, 159

Suggs, J. M. 136

Supco Division 122

Swannann, M. H. 16

Sykes & Sons, Carl 124

T

Tanner Products Co. 165

Tapp Co., J. E. 173

Tate, J. R. 124

Taylor Bros. *

Texas Company *

Thermoid Company *

Tide Water Assoc. Oil Co. 3

Timken Roller Bearing Co. 71

Treasury Dept. *

Triplex Corp. of America 29

Tung Sol Electric, Inc. 142

Turner Mfg. Co. 160

Tuttle Co., L. D. 12, 166

U

United Motors Service

Div. 100, 161

United States Treasury *

Universal Metal Hose Co. *

V

V. M. C. System *

Van Norman Co., Second Cover

Vaughn & Co., B. M. 137

Vellumold Company 166

Victor Mfg. & Gasket Co. 75

Vincent, A. E. 22

Vitalite Battery Co. 165

Vogel-Swagard Assoc. 17

Voyles, O. T. 78

W

Wadsworth, F. L. 167

Wagner Electric Corp. 113

Walker, A. J. *

Walker Mfg. Co. *

Wallace, S. K. *

Warner-Patterson Co. 160

Watkins, J. C. 173

Ways, A. A. 166

Weaver Mfg. Co. 24

Wells Mfg. Co. 94

Whelan Co., H. H. 132

Wilkinson Mfg. Co. *

Wilkinson Wilcox Co. 118

Williams, Frank H. 76, 114

Williams, N. A. 72, 165

Williams, Paul F. 114

Williams, Wyvel T. 160

Wilmer, Wm. *

Win-Well, Inc. *

Witulski, E. J. 76

Wix Corp. 16

Wixson Ron, H. *

Wycoff, Jr., E. B. 165

Y

Yankee Metal Products 19

Yaras, Max *

Z

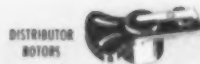
Zac-Lac Paint & Lacquer Corp. 79



FUEL PUMPS



DISTRIBUTOR CAPS



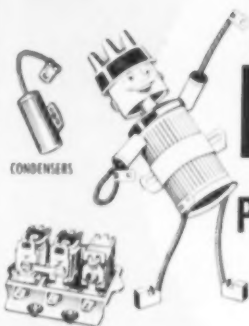
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"You Can't Beat

PRECISION and DEPENDABILITY

And That's What P&D STANDS FOR!"



CONDENSERS



VOLTAGE REGULATORS



CONTACT SETS

When you come to decide which parts to feature let reputation be your guide. For over 35 years P & D has been known throughout the industry for Precision in manufacture and Dependability in quality. That adds up to customer satisfaction and more business for you. Look into it!

P & D MANUFACTURING CO., INC.

Established 1920

19-02 Steinway Street, Long Island City 5, N. Y.

Cordomatic

AUTOMATICALLY CONTROLLED

DROP LIGHT REELS

Reg. U.S. Pat. Off.

13⁹⁵

20' Length
30' and 40' Lengths
Slightly Higher Prices

A rugged and dependable piece of equipment that gives you light where you want it... when you want it.

- ★ Crack-proof phenolic pistol-grip handle includes the time-proven LEVOLIET toggle-action switch and socket.
- ★ New type heavy duty, all steel, all chrome reflector with swing-open guard.
- ★ Heavy gauge steel casing, smartly styled with a strikingly new textured finish... gloss and oil resistant and set off by gleaming chrome trim.
- ★ Underwriters' approved 115/250watt cord features a kink-proof, moulded-in cable jacket construction... oil and water resistant.
- ★ Fool-proof gravity action locking mechanism has nothing to break or jam.
- ★ The UNDERWRITERS' LABORATORIES INC. seal of approval. CORDOMATIC DROP LIGHT REELS is your assurance of safety and dependability.

Cordomatic

DIVISION OF THE VACUUM CLEANER CORP. OF AMERICA

1724 INDIANA AVE., PHILA. 32, PENNA.

**Why HIRSIG
Service Means
Complete Service
in the South**



For Manufacturers and Jobbers!



Lawrence M. Hirsig



Mrs. Lawrence M. Hirsig



B. T. Brantley



B. W. (Larry) Hirsig

★ **IT'S EASY** to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .



AUTOMOTIVE EXPERIENCE . . . Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.



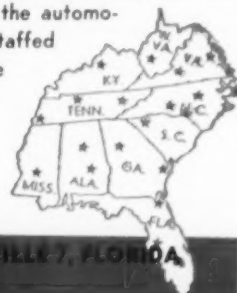
SMALL TERRITORIES . . . Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.



CAREFUL PLANNING . . . The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed



home office promptly handles the necessary details as required by an efficient sales organization.



LAWRENCE M. HIRSIG & CO., AMERICAN NATIONAL BANK BLDG., JACKSONVILLE 7, FLORIDA
MANUFACTURERS DIRECT REPRESENTATIVES

Another first by replacement ring specialists!

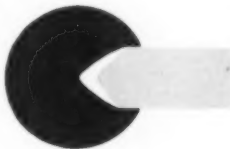


seats 3 to 4 times faster than other chrome rings

See the difference!

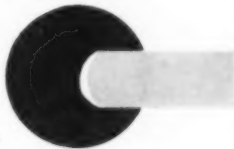
BEVELED CHROME RAIL

makes fineline contact
with cylinder wall for
a faster seat. Less area
to wear-in means less
time to break in.



CONVENTIONAL CHROME RAIL

originated by Hastings
... now replaced by
Beveled Chrome



In 1936, Hastings introduced Steel-Vent—an entirely different type of oil ring that revolutionized the piston ring industry.

Now Hastings does it again with *Beveled Chrome* Oil Rings—exclusive in Hastings 2-C Chrome Sets.

This remarkable new ring seats 3 to 4 times faster than conventional chrome. Patented beveled rails make positive, fineline contact with any cylinder wall—tapered, out-of-round, rebored. And because beveled design permits the use of a lighter inner spring, you know this ring is gentle.

With Hastings torsional designed, high-graphitic compression ring in the same "Motor Engineered" set, you get the fastest seating, best performing chrome combination there is!

Next ring job, install the *only* chrome rings that are beveled to seat fast, and stop oil-pumping from the start. Install a Hastings 2-C Chrome Set—"Motor Engineered" by replacement ring specialists!

HASTINGS MANUFACTURING CO., HASTINGS, MICH. • HASTINGS LTD., TORONTO
Piston Rings, Casts, Oil Filters, Spark Plugs, Wear Reducer

**TOUGH but oh so gentle*



HASTINGS

STEEL-VENT PISTON RINGS
Regular or Chrome-Faced

*Tough on oil-pumping... Gentle on cylinder walls

2 profit making 2 exclusives

1 DUOMATIC PRINCIPLE...

...as the diagram shows, the Duomatic Principle employed in C-9 chrome plated rings, provides up to 9 times more contact points than conventional inner rings. The Duomatic segment providing this equalizing action combines into one ring the functions of two rings (1) the inner-ring action and (2) the spacer action. Achieved is a new high degree of cylinder wall conformability and oil control for the new type engines.

you get BOTH
only when You
rely on RAMCO

2 DOUBLE LIFE PRINCIPLE

...this exclusive Ramco origination, for 15 years, has given Ramco ring users a big profit advantage in Quick Seating without harsh pressure! As shown in Diagram 1 only the gentle cast-iron oil ring receives the initial contact of the inner-ring. The steel No Gap Spiro-Seal section seats gradually by means of pressure exerted by its own inherent tension. Then, with everything perfectly seated, the inner-ring begins its contact of both the cast-iron and steel segments as shown in Diagram 2 for long life—for double life.



RAMCO

PISTON RINGS

10 for today's Re-Ring Jobs* **RTC** for Fleet and Engine Rebuild Jobs* **C** for the New Type Engine Ring Jobs

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